



**MINISTRY OF INFORMATION AND
BROADCASTING**

**ANNUAL REPORT
1992-93**

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Chapter 1

The Year at a glance

1.1.1. The objective of the Ministry of Information and Broadcasting is to inform, educate and entertain the people. The media units of the Ministry seek to create a climate of awareness of the directions of development and ensure people's participation in the implementation of Government's plans and programmes.

1.1.2. The Ministry of I&B subserves the following units viz., Akashvani (All India Radio), Doordarshan, Press Information Bureau, Publications Division, Research and Reference Division, Directorate of Advertising and Visual Publicity, Photo Division, Song and Drama Division, Directorate of Film Festivals and the Films Division. The Ministry is also associated with the National Film Development Corporation, National Centre of Films for Children and Young People, Film and Television Institute of India, Indian Institute of Mass Communication, Press Council of India and Central Board of Film Certification. The activities of the media units during 1992-93 are indicated in the succeeding paragraphs. They are followed by detailed chapters on each of the media units. Appendices at the end of the Report contain information in statistical and tabular formats.

Akashvani (All India Radio)

1.2.1. At present, AIR has 149 broadcast centres (as on 8.2.93) in their network. During the year 1992-93, 20 local Radio Stations, 4 new Radio Stations and one Relay Centre started regular broadcast.

1.2.2. The Central Education Planning Unit (CEPU) of All India Radio has evolved a massive serial, probably the longest radio serial, entitled "Human Evolution" in collaboration with National Council for Science and Technology Communication, Government of India, New Delhi. The programme which started on June 2, 1991 from about 80 stations of All India Radio, in 18 languages has 144 episodes. Of these, 32 episodes comprise replies to listeners' letters which are broadcast approximately after every 4th episode of the main serial. The effort is to encourage two-way communication and involvement of the listeners. 67 episodes will be broadcast by December 1992 marking the completion of nearly half the serial. The 144th episode will be on air on February 27, 1994 marking the closing of the serial thus coinciding with the National Science Day. About 100,000 children of the age group 10-14 have been registered as target audience. In addition, 10,000 schools have also been taken as listening points for this serial. Children, in addition to listening to the radio programmes get free multi-coloured broadcast support material in the form of charts and "do it yourself" kits. Also, under a scheme of organising competitions at regular intervals, prizes are awarded to a large number of winners.

1.2.3. An additional bulletin of five minutes' duration in Assamese was started from Guwahati Station of AIR from 9.25 P.M. w.e.f. November 19, 1992, the birthday of Mrs. Indira Gandhi. It is relayed by AIR Station at

Dibrugarh to meet the demand of the people of the North-Eastern States.

1.2.4. The duration of Sindhi (External) Bulletin, broadcast in the evening was increased from five to ten minutes to accommodate more news about developments in India, neighbouring countries and the rest of the world. This has special significance for the Sindhi speaking people who now have access to more information of the region.

1.2.5. The new economic measures announced by the Government to bring back the Indian economy on the road to progress were widely covered in the news bulletins and news-based programmes arranged by the News Services Division of All India Radio. These commentaries and discussions programmes highlighted the various aspects of the new policies, their background and the objective for which these were framed. The Revamped Public Distribution System launched by the Prime Minister was also widely highlighted in these programmes.

1.2.6. The year-long golden jubilee celebrations of the Quit India Movement with a Special joint session of both Houses of Parliament to pay homage to the martyrs of the freedom struggle were highlighted in the news bulletins. Voice cast of the President Dr. Shankar Dayal Sharma on the occasion was included in the news bulletins. Commemorative functions held at the Red Fort in Delhi and other parts of the country which were addressed by the Prime Minister and other leaders were also covered.

1.2.7. All India Radio broadcasts on a regular basis programmes on Environmental Protection in different formats for general and special audiences.

Doordarshan

1.3.1. Doordarshan with its present Network of 24 Programme production Centres including Central Production Centre and 541 Transmitters of varying power reaching 82.4% of the country's population has be-

come one of the premier TV Organisations in the world.

1.3.2. Urdu News bulletins have been introduced from Delhi, Lucknow, Patna, Hyderabad and Calcutta.

1.3.3. A revised telecast pattern of programmes was introduced on the National Network w.e.f. 1.1.1993 with the following major changes:

—One-hour entertainment slot at peak viewing time from 8.45 p.m. to 9.45 p.m.

—News Bulletin in Hindi at 8.30 p.m. and English at 9.45 p.m. of 15 minutes duration each.

—Feature Film on Tuesdays in the afternoon transmission.

1.3.4. A one hour sports chunk (Sports Hour) has been introduced between 6.30 p.m. to 7.30 p.m. from Monday to Friday on all the four Metro Channels. In addition, a 30 mts. chunk has been earmarked for telecast of sports programmes by the Regional Kendras.

1.3.5. Doordarshan introduced a one hour entertainment chunk from 8.00 p.m. to 9.00 p.m. on its Metro Channels from January 26, 1993 for allotment of half an hour slots to private parties.

1.3.6. Doordarshan organised telecast of retrospective of films of Satyajit Ray, Kannan Devi and A.V. Meyappan.

1.3.7. Barcelona Olympics, 1992 were extensively covered by Doordarshan extending transmission to approximately 110 hours. The live telecast included semi-finals and finals of various disciplines viz., Football, Volleyball, Badminton, Hockey, etc.

1.3.8. A feature film entitled "Balak Ambedkar" was telecast on the occasion of the Centenary Celebrations of Dr. B.R. Ambedkar. An eight part serial on the life and achievements of Shri Lal Bahadur Shastri entitled 'Dharti Ke Lal' was also telecast on the National Network.

1.3.9. All the Doordarshan Kendras are telecasting programmes in different formats on environment and pollution. A concerted effort is being made by Doordarshan to project the problems of environmental pollution by focussing attention of the viewers and seeking their cooperation to help in afforestation and to imbibe in them the sense of responsibility to protect the environment.

Films Division

1.4.1. The Films Division produced 16 News Magazines as well as 54 documentaries, short films and featurette films from April to November 1992. Out of these, 40 films were produced departmentally and 14 films through independent producers.

1.4.2. A 15-episode serial on the subject "Journey through the Universe" has been produced for purposes of telecast.

1.4.3. The Films Division continued to produce and release films on India's struggle for independence. One film on "Role of Orissa in Freedom Struggle" has been completed and three films, on the role of three other States in the freedom struggle are in different stages of production.

1.4.4. A film on Adult Education titled 'AKSHAR GATHA' highlighting the importance of literacy in day to day life of common man has been completed. The Division has also completed biographical films on Dr. K.M. Munshi, Shri V.K. Krishna Menon and Shri K.D. Malaviya.

1.4.5. The Films Division has also produced five films for educating masses on the new economic policy, industrial policy and revamping of public distribution system. Six more films on the same subject are under production. Five quickies on the need for conservation of petroleum products depicting reasons for the recent hike in prices have been produced and released.

1.4.6. During the period upto November 1992, five films produced by the Films Division have won National and international awards. News Magazine No. 219 has

been selected for Indian Panorama during 1992.

1.4.7. As part of normal activities, the Films Division has been producing documentaries and news magazines on the subjects relating to the policy Statement for the Abatement of Pollution.

1.4.8. At present, the Films Division has the following subjects on the production programme:

- i) Solid waste Management
- ii) Mangroves and Man
- iii) Work Done by 3 Eco-Task Forces deployed in the States—U.P., Rajasthan and Jammu & Kashmir.
- iv) Environmental Management in Fertilizer Plants.

Directorate of Film Festivals

1.5. The Directorate organised a number of film weeks in India under the Cultural Exchange Programme. These were Japanese, Chinese, French, Turkish and Hungarian film weeks. The Directorate achieved its objective of making Indian films popular abroad by organising Indian Film Weeks abroad under the Cultural Exchange Programme or otherwise. This year's Dada Saheb Phalke Award was conferred on the noted Producer/Director Shri Bhalji Pendharkar. The 24th International Film Festival of India was successfully organised in New Delhi from January 10-20, 1993. 174 Films from 40 countries including India were screened during the festival. 86 foreign delegates participated in the festival.

National Centre of Films for Children and Young People

1.6. National Centre of Films for Children's and Young People has its main objective as production, distribution and exhibition of films for children. The Centre completed two feature films, one TV serial (20 episodes) and 8 episodes of another TV serial. One feature

film (Karamati Coat), one short film and one TV serial were in various stages of production. In addition, three feature films were serialised for telecasting on Doordarshan. Preparations have been started for the 8th International Children's Film Festival of India to be held at Udaipur (Rajasthan) from November 14-23, 1993.

National Film Archive of India

1.7.1. The National Film Archive of India since its inception in 1964 is making steady progress in acquiring and preserving the country's film heritage, building up representative collection of contemporary world cinema for posterity and reference and research purposes. By the end of 1992, the Archive has built up a collection of 12,747 films, 20,604 books, 875 video cassettes, 21,403 scripts and 97,414 stills, etc.

1.7.2. During the year, the Archive in collaboration with the FTII, Pune conducted the Annual Film Appreciation Course. 65 participants from different disciplines and provisions attended the course under the eminent film-makers like Balu Mahendra, Kumar Sahani, Shyam Benegal, Govind Nihalani, Mani Kaul, etc. who delivered lectures to the participants.

1.7.3. During the year, Shri Jean-Michel Jeannot, Head of the Laboratory, French National Film Archive visited the NFAI and held workshop which was quite useful. Ms Anna Casolari, expert on nitrate preservation from Cineteca del commune di Bologna, Italy and Mr Martin Loiperdinger, film historian from the University of Munich also visited the Archive and had very useful interaction.

Film and Television Institute of India

1.8. The Film and Television Institute of India provides technical training in a systematic manner in the art and craft of film-making. It also provides in-service training to officers and staff of Doordarshan. The Institute conducted the 37th in-service training course in Basic TV Production and Technical Operations for the Doordarshan staff during the

year from July 20 to November 26, 1992. For the first time, 11 Films Division Officers also underwent the above training course. In all, 82 officers of various categories were trained. Apart from this, the TV Wing organised a short training course in "Film and TV Production Orientation" for IIS Probation Officers from the Indian Institute of Mass Communication, New Delhi from June 10, 1992 to July 4, 1992 in which 23 probation Officers participated. The next Basic TV Training Course is expected to commence from January 11, 1993.

National Film Development Corporation (NFDC)

1.9.1. The NFDC handles a wide range of film related activities like production, export and import, distribution of good films, marketing of video cassettes and providing finance for the construction of theatres.

1.9.2. Under the agreement signed between National Film Development Corporation and Doordarshan, good feature films and tele-films are being produced jointly. Till December 1992, production of 21 films have been initiated and some of them have been completed.

1.9.3. NFDC undertakes production of films based on good scripts to be directed by well-known directors. Under this scheme initiated in 1980-81, films completed during the year 1992-93 (upto December, 1992) are as under:

1. TAHADER KATHA	Bengali	Buddhadeb Dasgupta
2. EKHOTA VIDUSHAK	Marathi	Dr. Jabbar Patel

During the year, NFDC produced film 'AGANTUK' by Satyajit Ray won the National Award for Best Feature film besides the award for the Best Direction. NFDC has, during the year taken on the production of a major feature film on Bharat Ratna Dr. Babasaheb Ambedkar on behalf of the Ministry of Welfare, Govt. of India and the Govt. of Maharashtra. Film 'DURGA' the production of which was undertaken by NFDC on behalf of the Ministry of Health and Family

Welfare, was completed. It won the National Award for Best feature film on Family welfare.

1.9.4. With a view to fight against Video Piracy, NFDC in collaboration with the Indian Film Industry, initiated the formation of an anti-piracy body, Indian Federation Against Copyright Theft (INFACT), registered as a company under the Companies Act.

Central Board of Film Certification

1.10.1. Films can be publicly exhibited in India only after they have been certified by Central Board of Film Certification set up under the Cinematograph Act, 1952. The Board has a Chairman and 25 other members. Its headquarters is at Bombay and has 9 other regional offices, one each at Bangalore, Bombay, Calcutta, Cuttack, Delhi, Guwahati, Hyderabad, Madras and Thiruvananthapuram.

1.10.2. The regional office at Guwahati was set up during the year.

1.10.3. In 1992, the Board issued a total of 3,188 certificates. Out of 836 Indian feature films (celluloid) certified by the Board in 1992, 611 were granted "U" certificates (73.09%), 88 "UA" Certificates (10.52%) and 137 "A" certificates (16.39%). Of the 80 foreign feature films (celluloid) certified during the year, 20 were granted "U" certificates (25%), 12 "UA" certificates (15%) & 48 "A" certificates (60%).

1.10.4. During the year, a total of 6 Indian feature and 4 foreign feature films were "refused" certificates as they were found violative of one or more of the statutory film Certification Guidelines.

Press Information Bureau (PIB)

1.11.1. During the year, the Bureau arranged publicity for the steps taken by the Govt. to stave off the unprecedented economic crisis and bold and far reaching reforms in the Financial sector to speed up economic growth & invite foreign investment. Special efforts were made to

publicise the revamped public distribution system. Publicity was also provided to National Integration Council's deliberations on Ayodhya and situation caused by Ayodhya issue, Bodo talks, Punjab and Kashmir problems, Jarkhand talks, Chief Minister's Conference on terrorism and setting up of the Human Rights Commission.

1.11.2. During the year, Press Information Bureau organised 924 Press Conferences on various subjects, issued 31,945 Press releases, made available 2,23,908 prints of 851 newsphotos to the media.

1.11.3. Six Lakh clippings were supplied to the different Ministries/Departments.

1.11.4. Wide publicity was given to the speeches on the 'Policy Statement for the Abatement of the Pollution' made in the Press Conference of the Minister of Environment and Forest. Almost all the dailies in the country published them in headlines and some of them covered it in their editorial columns. PIB Headquarters sent the Press releases to all regional offices to publish them in their regional papers.

1.11.5. The copies of the Policy were also distributed to various members of delegation and correspondents of international news agency who participated in 'Earth Summit' held at Rio De Janeiro, Brazil.

Registrar of Newspapers for India (RNI)

1.12.1. During April-December, 1992, RNI disposed of 11,401 applications for titles of proposed newspapers/periodicals. During the same period, 1,460 newspapers were issued certificates of registration. RNI also verified circulation claims of 1,482 newspapers upto November, 1992.

1.12.2. Following the notification of Import Policy and decanalisation of newsprint with effect from April 1, 1992 for the year 1992-93, guidelines were notified on May 5, 1992 to issue entitlement certificates to the newspapers. Till November 1992, entitlement certificates were issued to 371 newspapers/periodicals having more than

200 MT of standard newsprint. A quantity of over 1.03 lakh MT imported standard newsprint and 53,857 MTs of Glazed newsprint were allocated to 1,715 newspapers and periodicals. 272 new applicants were allotted 27,407 MTs of indigenous newsprint upto November, 1992.

Publications Division

1.13.1. The Division under its prestigious publications has brought out "Speeches of R. Venkataraman" (as President) and "Speeches of P.V. Narasimha Rao". Under the series "Builders of Modern India", the titles "Acharya Vinoba Bhave", "Kesab Chandra Sen", "V.O. Chidambaram Pillai", "Annie Besant", etc. were brought out.

1.13.2. The Division continued with its publication of different journals. These journals carried articles highlighting topical issues/important events like 8th Five Year Plan, 50th Anniversary of Quit India Movement, Economic Reforms, Environment and Ecology, Revamped Public Distribution System, Rural Sanitation, etc.

1.13.3. As a part of its sales promotion drive, the Division participated in nearly 40 exhibitions/fairs all over the country.

1.13.4. Publications Division is bringing out a book entitled 'Hamara Paryavaran' in the near future. Various articles on 'Environment and Pollution' have been published by Publications Division in their journals as detailed below:

Journal	Articles
Kurukshetra (English & Hindi) (Oct '92 Annual Number)	'Role of CAPART & Voluntary Agencies in rural sanitation' 'Making clean and healthy habitats a people's programme' 'Role of NGOs in rural sanitation' 'Technological options for rural sanitation' 'For Environmentally clean technologies'
Yojana (Hindi) (जून '92)	— पर्यावरण और पारिस्थितिकी विकृतियों पर्यावरण प्रदूषण भविष्य की त्रासदी ग्रामीण पर्यावरण : कारण प्रभाव और निदान — जल प्रदूषण की समस्या : भारतीय संदर्भ — पर्यावरण प्रदूषण की समस्या — पर्यावरण प्रदूषण: आखिर निदान क्या है? — प्रदूषण से प्रभावित होगा अंतरिक्ष — मिट्टी प्रदूषण : बढ़ता हुआ खतरा
Yojana (Assamese)	'Total healthy environment beginning of collective effort'

Directorate of Advertising and Visual Publicity (DAVP)

1.14.1. DAVP publicises various Government policies, programmes and projects throughout the country to all sections of

society and upto the grass-root level. The Directorate undertakes the communication in Hindi, English and regional languages through print media, press advertisements, audio-visual publicity, outdoor publicity and exhibitions.

1.14.2. During the period, April 1, 1992-January 31, 1993, DAVP undertook intensive publicity campaigns on socio-economic themes such as New Economic Measures, Health & Family Welfare, Rural Development, Literacy, Drug Abuse & Prohibition, Environment Protection, Golden Jubilee Celebration of Quit India Movement and Women & Child Development.

1.14.3. About 1.25 crore copies of 489 publications of 114 jobs were printed in Hindi, English and regional languages. Nearly 13,865 press advertisements (13,069 classified & 797 display advertisements) were released to 3,687 newspapers & periodicals on a number of socio-economic themes.

1.14.4. In audio-visual publicity, 2,135 radio and 225 video spots and quickies were produced which registered 58,900 Broadcasts and 825 telecasts respectively. Through the outdoor media, around 775 hoardings, 3,875 bus panels, 4,450 kiosks, 720 wall paintings, 29,300 cinema slides, 1,125 banners and other miscellaneous publicity were produced and displayed.

1.14.5. Thirty-five Field Exhibition units of DAVP including seven Mobile Vans, organised around 380 exhibitions spread over 2,200 exhibition days.

1.14.6. Nearly, 2.25 crore copies of printed publicity material produced by the Directorate were distributed to around 15 lakh addresses, spread over 530 categories which includes rural banks, panchayats, educational & cultural organisations, social organisations, administration and local self-government.

DAVP had produced 7 video spots in 1992 on the various forms of environmental pollution. These productions were handed over to the Central Pollution Control Board for telecasts. The production of Audio & Video sports on popularizing the 'ECO MARK' is also in process.

The following advertisements have been released since February 1, 1992, on the request of client departments:

1. Care for Environment Contest.
2. World Environment Day—June 5, 1992.
3. Rashtriya Paryavaran Jagrukta Abhiyaan—1992-93.
4. Pradushan Nivaran Ke Liye Rashtriya Puraskar.
5. Indira Priyadarshni Vriksha Mitra Puraskar.

Research and Reference Division (R&RD)

1.15.1. The Research and Reference Division functions as an Information servicing agency to the Ministry of Information and Broadcasting, its media units and their field offices. It serves as an information bank as well as an information feeder service to the media units to help in their programming and publicity campaigning work. The Division also studies trends in mass communication media and maintains reference and carries out documentation service on current affairs and mass communication.

1.15.2. These functions are discharged by the Division by issuing material in different formats like backgrounder to the News and Reference Papers on issues of public importance, biographical sketches of eminent Indians, Diary of Events covering important national events, compilation of two annual reference publications entitled 'India' and 'Mass Media in India' and issuing updated documentation and reference services on mass media. The documentation services are carried on by the National Documentation Centre on Mass Communication, which forms an integral part of this organisation. In addition to the issue of backgrounder and reference papers on current topics, this year the Division prepared background material and Talking Points for the use of the Information and Broadcasting Ministry.

1.15.3. The Research and Reference Division covered important environmental issues in its fortnightly 'Diary of National Events'. It also released a backgrounder titled 'Vaidika Events'. It also released a

backgrounder titled 'Vaidika Paryavarana'. The backgrounder throws light on the Vedic division of harmonious co-existence of man and nature.

Photo Division

1.16.1. Besides, providing photographs for meeting the visual publicity requirements, Photo Division undertook extensive photo coverages of the visits of the President, Vice-President and the Prime Minister to various parts of the country and also the visits of foreign VVIPs/Dignitaries including many Heads of State/Government.

1.16.2. During the period April-December, 1992, the Division handled 2,348 News and Feature assignments, 66,631 Negatives in black and white and colour, made 3,38,022 black and white and colour prints, 225 colour slides/transparencies and 80 Photo Albums/Wallets.

1.16.3. The Division held the Fourth National Photo Contest on the theme of "Cultural Heritage" during March, 1992. An exhibition of award winning/selected photographs was also held at the Mavlankar Auditorium, New Delhi during March 23-28, 1992.

Directorate of Field Publicity

1.17.1. The Directorate of Field Publicity which is one of the media units attached to the Ministry of Information and Broadcasting came into being in the year 1953 initially with 32 Field Publicity Units along with 4 Regional Offices to control and supervise the work of field units. The set-up that was created then under the Integrated Publicity Programme was given the name "Five Year Plan Publicity Organisation" and it functioned directly under the administrative control of the Ministry of Information & Broadcasting. Later, in December 1959, a full-fledged Directorate was constituted to supervise and control the activities of field units and it came to be called "Directorate of Field Publicity".

1.17.2. In 1982, the number of Field Publicity Units rose to a total of 257 and that of

Regional offices to 22. Out of the present strength of 257 Field Publicity Units, 72 are border units and 30 Family Welfare Units. The remaining 155 are general units.

1.17.3. The Directorate of Field Publicity prepared two Talking Points entitled 'Environment and Development' and 'Help Check Pollution' for publicity by their units in their oral communication programmes. Besides, documentary films/VHS cassettes have also been supplied to the regions/units for the purpose on the following topics:-

1. Settled Cultivators
2. My Tree
3. Trees for Every Child
4. Subabul
5. Rising Sands
6. "Der Aye Durust Aye"
7. Nature and Environment (VHS Cassettes).

Song & Drama Division

1.18.1. Song & Drama Division presented 37,159 performances from January, 1992 to December, 1992. The Division launched its programme activities in a concentrated manner in the sensitive areas of Punjab, Jammu & Kashmir and Assam.

1.18.2. The Division proposes to increase the number of programmes through Folk-traditional troupes to cater to the rural audience, specially in areas which are not covered by electronic media. As Government has attached a great deal of importance to the impact of live media and inter-personal communication in the recent past, the activities of Song & Drama Division have been stepped up to cope up with the increased responsibility.

1.18.3. The year has been of special importance because, as per Hon'ble Prime Minister's directives, two main subjects i.e.

New Economic Policy and Revamped Public Distribution System were given special stress in the identified blocks. The year was observed as Golden Jubilee Celebrations of Quit India Movement wherein several special programmes and festivals were organised in Himachal Pradesh, Tamil Nadu, Kerala, Madhya Pradesh, Andhra Pradesh, Karnataka, Maharashtra, North-Eastern States, Rajasthan and Punjab.

1.18.4. Song & Drama Division presented new sound & light programme "Woh Rah Gujar Woh Rahagir" highlighting the cultural heritage, freedom struggle, national integration, communal harmony & developmental process of the country till date. The programme was presented with great success at New Delhi. Another sound and light programme "Onakazcha" in Malayalam, highlighting the spirit of Onam, conveying the message of social justice, equality and communal harmony has been prepared and presented at Quilon in Kerala. It is also proposed to produce a new sound and light programme in Marathi on Dr. Bhim Rao Ambedkar.

1.18.5. The departmental artistes produced and presented new play "Jagruti" in revised strategy of Health and Family Welfare.

1.18.6. As in the previous year, this year also the Division carried out its responsibilities in connection with the Republic Day Parade, 1992.

1.18.7. A play on time, life and works of Dr. Bhim Rao Ambedkar was presented in Tamil Nadu and several other programme activities were carried out in various parts of the country to mark the birth centenary celebrations of Baba Saheb Bhim Rao Ambedkar.

1.18.8. Fairs and festivals like "Durga Puja" in West Bengal, "Bihu" in Assam, "Nauchandi" in Meerut, "Urs" in Ajmer, "Pashu Mela" in Rajasthan and "Phool Walon Ki Sair" in New Delhi were covered in a big way by the Division. Adequate coverage was ensured for the festivals and fairs highlighting the theme of communal

harmony and national integration throughout the country.

1.18.9. The Division conducted a training-cum-orientation workshop at Dharwar (Karnataka) in collaboration with UNICEF, Indian Institute of Mass Communication and Govt. of Karnataka, on utilisation of Folk media for developmental communication, wherein all the programme Officers of Song & Drama Division and theatre experts participated. A big campaign is proposed to be launched on this theme within next few months. A competition was also organised at New Delhi on the issue concerning Family Welfare on the occasion of World Population Day.

1.18.10. The Division provided valuable technical guidance to different voluntary, Central and State Governments agencies including Army and Para Military forces.

1.18.11. The Departmental Drama Troupes as well as Registered troupes of the Division are staging performances on environment and pollution in every parts of the country.

Indian Institute of Mass Communication

1.19. The Indian Institute of Mass Communication conducted two training programmes and four diploma courses. In addition, the Institute organised a number of refresher courses for the personnel of Indian Information Service. In all, the Institute imparted training to 384 candidates during the year.

Non-Aligned News Agencies Pool

1.20.1. Non-Aligned News Agencies Pool (NANAP) is a system of news exchange based on professional cooperation and coordination among the news agencies of the Non-Aligned countries. To coordinate the activities of the Pool, there is an elected body known as the Co-ordinating Committee of the Pool. For a close review and monitoring of the Pool Operations, there is a smaller group known as the Monitoring Group. Ever since the inception of the Pool in 1976, India is a member of NANAP. INDIA

NEWS POOL DESK (INPD) is being operated by the Press Trust of India on behalf of the Government of India.

1.20.2. INDIA NEWS POOL DESK operated at a high professional level during the year. There was a fall in the flow of incoming news traffic in the POOL DESK from about 48,000 words a day to 30,000 words. PTI issued an increased volume, 15% of the incoming items to the Indian media after selection and editing. Most of the news items issued by the INPD got into print. One reason for the fall in the flow of incoming traffic could be non-operation of PTI's satellite link with Tunisia through which PTI had been getting all Pan-African News Agencies (PANA) stories due to budgetary constraints faced by Tunisia.

1.20.3. The most significant event during the year was the 6th General Conference of NANAP hosted by Iran (IRNA) in June 1992. This was one of the most well represented Conferences of NANAP in which delegations from 73 News Agencies and media organisations participated, including 6 in observer category and 7 as guests. India was unanimously elected as the Rapporteur General for the week long Conference and also re-elected to the Co-ordinating Committee and Monitoring Group of the Pool. The deliberations were of high professional level and the participants generally showed great concern for making NANAP stronger and more effective.

1.20.4. PTI continued its co-operation with Indian Institute of Mass Communication (IIMC) for running the News Agency Journalism course in which trainee journalists

from many pool participating agencies in Asia, Africa and Latin America received training.

Miscellaneous

1.21.1. Government notified the scheme of allotment of time slots on the metro channels of Doordarshan and FM channels of All India Radio at Delhi, Bombay, Madras and Calcutta on September 30, 1992. The selection of parties under this scheme would be done by the Air Time Committee of India set up for this purpose.

1.21.2. A new Regional Office of Central Board of Film Certification has been set up at Guwahati to meet the longstanding demand of film producers of North-Eastern States. Advisory Panel for this Office has been constituted and a Board member from Guwahati has also been appointed. The Deputy Director of Song and Drama Division at Guwahati has been directed to exercise the powers of Regional Officer for this Office.

1.21.3. The Govt. of India in the Ministry of I & B has decided to set up a Film & Television Institute at Calcutta. In the Eighth Five year Plan (1992-97), a provision of Rs. 29.50 crore has been approved for the project. Necessary Government approval by the Expenditure Finance Committee (EFC) has been received to the project in November, 92. The Govt. of West Bengal has made available a plot measuring nearly 40 acres near EM Bypass, Calcutta. The Hon'ble Prime Minister laid the Foundation Stone for the Institute at Calcutta on October 10, 92.

Chapter II

Plan Performance

2.1.1. The main thrust of the Ministry and its media units has been extensive dissemination of information relating to the policies and programmes of the Government and motivating people to participate in the national endeavour for integrated development of the country. The various media units under the Ministry use the traditional and folk forms of inter-personal communication as well as the most modern electronic means of mass communication for achieving their communication objectives. The Plan schemes of the Ministry have been designed with a view to consolidating and enhancing the existing facilities for achieving the organisational objectives as also increasing the coverage of the media units, particularly, in the border and sensitive areas.

2.1.2. The plan outlays and utilization during Annual Plan 1992-93 are as follows:-

ANNUAL PLAN 1992-93

(Rs in crore)

Sector	Outlay	Anticipated Expenditure (R.E.)
Doordarshan	265.16	201.93
AIR	225.00	135.07
Information Media	13.00	8.49
Films Media	29.84	22.87
Total	533.00	368.36

The outlays approved by the Planning Commission for the Annual Plan 1993-94 are as follows:-

ANNUAL PLAN 1993-94

(Rs. in crore)

Sector	Outlay
Doordarshan	170.00
AIR	203.00
Information Media	10.36
Films Media	21.64
Total	405.00

2.1.3. Planning Commission has approved an outlay of Rs. 3634 crore for the Eighth Five Year Plan (1992-97). The sector-wise details of the Eighth Five Year Plan outlay are as under:-

(Rs. in crore)

Sector	Outlay
Doordarshan	2300.00
AIR	1134.95
Information Media	75.40
Films Media	123.65
Total	3634.00

2.1.4. The achievements of the media units in regard to physical implementation of their Plan schemes during 1992-93, are indicated below:-

Doordarshan

2.2.1. During 1992-93 (as on March 1, 1993) three studio centres one each at Bhopal, Agartala and Bhubaneswar have been commissioned, besides a Programme Generation Facility Centre commissioned at

Pondicherry. Five High Power Transmitters (HPTs)—one each at Tirupati (10 KW), Jagadapur (1 KW), Jabalpur (1 KW interim set-up), Bareilly (10 KW) and at Anantpur (augmentation of power from 1 KW to 10 KW) were also commissioned. As also ten Low Power Transmitters at Puri, Valabhnagar, Mayuram, Yellanadu, Karanpur, Raisinghnagar, Contai, Kotputli, Nagapatnam and at Rampur (LPT which was closed down on the commissioning of HPT-Bareilly has been reactivated) have been commissioned. In addition to these four Very Low Power Transmitters—one each at Kilkotran, Sankoo, Dras and Timsogam were commissioned. Satellite-based regional TV service has been started in Gujarat and West Bengal. Other projects commissioned during 1992-93 include establishment of microwave links between DDK, Lucknow and the HPTs at Kanpur, Allahabad and Varanasi for relay of regional TV service programmes w.e.f. February 15, 1993 and the setting up of a TV transposer at Aurangabad. Programme Generation Facility Centres at Port Blair and Bareilly are completed and awaiting commissioning as on March 1, 1993. A High Power Transmitter at Dharwad and five Low Power Transmitters one each at Purulia, Khambat, Sujangarh, Jhargram and Bheemabharam are also expected to be started while a Very Low Power Transmitter (VLPT) is awaiting commissioning at Jhalda.

2.2.2. Projects targeted to be completed during January-March, 1993 are a Studio Centre at Aizawl, High Power Transmitters (HPTs) at Barmer (1 KW-interim set-up), Bhuj (1 KW-interim set-up), Calicut (1 KW-interim set-up), Bundi (10 KW) and Shimla (1 KW) and 22 Low Power Transmitters (LPTs).

2.2.3. The estimated earnings from international marketing of Doordarshan programmes for the current year would be approximately US \$ 2,50,000. The earnings from local sales figures of Doordarshan programmes is estimated to be around Rs. 20 lakh.

2.2.4. There has been steady increase in the earnings of Doordarshan through com-

mercials. It is estimated that an amount of around Rs. 350 crore is likely to be collected during the year. In spite of competition from foreign TV networks, the overall increase from last year's figure will be around Rs. 50 crore.

All India Radio

2.3.1. As on December 4, 1992, All India Radio has commissioned new broadcasting stations at the following places during 1992-93: Sawai Madhopur, Patiala, Kasauli (relay station), Churu, Purnea, Chaibasa, Hazaribagh, Haflong, Kailashahar, Belonia, Akola, Raigarh, Kolhapur, Shahdol, Balaghat, Satara, Yeotmal, Hospet and Kur-nool.

2.3.2. Other projects also commissioned during the year include Lucknow (50 KW SW Transmitter); Lucknow (10 KW MW Transmitter); Jalandhar (2x5 KW FM Transmitter); Guwahati (50 KW SW Transmitter); Calcutta (100 KW MW Transmitter); and Bhopal (3 KW FM Transmitter).

2.3.3. Broadcast stations completed and ready for commissioning are: Jhalawar, Hamirpur, Faizabad, Jhansi, Obra, Jaisalmer, Chandrapur, Dhule, Guna, Nasik, Sagar, Raichur, Merkapuram, Mercara and Bareilly.

2.3.4. Other projects also ready for commissioning are:- Jaipur (50 KW SW Transmitter); Jammu (3 KW FM Transmitter); Parbhani (Type 1 (R) studios); and Thiruvananthapuram (50 KW SW Transmitter).

2.3.5. Broadcast stations that are expected to be technically ready by the end of March, 1993 are: Dharamshala, Badarwa, Poonch, Bhawanipatna, Berhampur, Bolangir, Diphu, Rourkela, Daltonganj, Nowgong, Ahwa, Karwar, Ootacamund, Tuticorin, Id-dukki, and Karaikal.

2.3.6. Apart from these the following other projects are also expected to be ready by March, 1993: Bikaner (2x10 KW MW Transmitter); Shimla (50 KW SW Transmitter); Srinagar (10 KW MW Transmitter); Jalandhar (refurbishing of studios); Passighat (10 KW MW

Transmitter); Gangtok (20 KW MW Transmitter); Imphal (50 KW MW Transmitter); Itanagar (Type I(R) Studios, 100 KW MW Transmitter); Tura (Type I(R) Studios); Tezu (MP Studios); Passighat (MP Studios); Guwahati (additional studios); Gangtok (10 KW SW Transmitter); Itanagar (10 KW SW Transmitter); Calcutta (50 KW SW Transmitter); Calcutta (2x10 KW MW Transmitter); Jeypore (100 KW MW Transmitter); Jabalpur (Type I(R) Studios); Bombay (50 KW SW Transmitter); Panaji (2x250 KW SW Transmitter); Bhopal (50 KW SW Transmitter); Bombay (refurbishing of studios); Madras (50 KW SW Transmitter); Madras (2x10 KW MW Transmitter); Madras (Multi-track recording and stereo transmission); Tiruchirapalli (Refurbishing of Studios); Bangalore (4x500 KW SW Transmitter); Trichur (100 KW MW Transmitter) and Hyderabad (50 KW SW Transmitter).

Information Media

2.4.1. The Press Information Bureau is going ahead with various preparatory activities for computerisation to speed up the process involved in the transmission of documents of news value and to ensure that these reach the destination at the shortest possible time. The Bureau has already established linkage with its regional offices through satellite. During 1992-93, several Plan schemes like installation of computers at branch offices, modernisation of communication system through installation of FAX machines etc. are to be completed.

2.4.2. The Directorate of Advertising and Visual Publicity has embarked on upgradation of the existing computer system at the headquarters.

2.4.3. The Photo Division, under its modernisation scheme, is expected to acquire equipment like (i) B&W auto-printer-cum-processor; (ii) enlarging equipment etc. (colour and B&W); (iii) temperature control unit; (iv) jumbo dishes, besides computerised photo data bank.

2.4.4 The Registrar of Newspapers for India has devised a scheme for upgradation of

the existing computer system at headquarters during 1992-93.

2.4.5. The Indian Institute of Mass Communication has made necessary arrangements to make the offset printing facilities fully operational. They will also be acquiring supporting software for DTP systems. It is also in the process of modernising studio and production facilities and to have adequate operational staff with proper servicing and maintenance facilities.

2.4.6. Construction work of Phase II and III of Sookhna Bhavan at Lodhi Road has been completed and some of the media units have been shifted to these premises.

2.4.7. The Song and Drama Division, during the year, made concrete efforts to step up their activities in sensitive areas. Special efforts were made to scout local talent, specially belonging to folk and traditional groups, to disseminate education in local dialects. The Guwahati Regional Centre organised an emotional integration campaign in all the seven States in the North-Eastern region. Apart from cultural performances, peace marches led by eminent personalities, were also held. The Sound and Light Units of the Division have organised programmes in Punjab, Rajasthan, U.P., A.P. and J&K.

2.4.8. The Directorate of Field Publicity has placed orders for 220 prints and 100 cassettes of two featurettes and 11 prints of two feature films costing about Rs. 30.5 lakh for bolstering their publicity efforts. The DFP is expected to organise ten conducted tours during 1992-93.

Films Media

2.5.1. The Films Division has completed production of one featurette and 21 more are under production. Phased conversion of black & white prints into colour is in progress. Renovation of civil work of Films Division Auditorium at New Delhi has been completed. Preliminary work pertaining to third phase of Films Division building at Bombay is in progress. Four more computer terminals

have been installed. On the theme of uplift of SC/ST, Films Division has taken up production of a featurette entitled "Maitron Ki Bastin Mein Karn Kunti Samvad". The work of updating the catalogues of FD films is in progress.

2.5.2. During 1992-93, a budget grant of Rs. 120 lakh has been allocated to National Film Archive of India for seven continuing schemes, viz. (i) new building complex with air-conditioned film vaults, auditoria and administrative block; (ii) construction of specialised vaults for nitrate films and transfer of nitrate films to safety base; (iii) acquisition of archival films (Indian and foreign); (iv) acquisition of ancillary film material and books, journals, stills, etc.; (v) computerisation of archival data; (vi) archive screenings on membership basis and organising film appreciation courses, lectures, seminars and photographic exhibitions; and (vii) publication of Indian filmography year books and other research documents and subtitling of Indian and foreign films. All these schemes are at various stages of implementation.

2.5.3. The erstwhile Children's Film Society of India (CFSI), now known as National Centre of Films for Children and Young People (N'CYP) has completed two feature films and two TV serials of 20 episodes and eight episodes respectively. One feature film, one short film and further episodes of one TV serial are under production. Besides, three feature films were serialised for telecasting on Doordarshan. N'CYP has participated in several foreign children's film festivals.

2.5.4. The Directorate of Film Festivals organised two special film festivals in India and abroad and under CEP eight film exhibitions in India and six abroad. The Directorate held six Indian film weeks abroad and six foreign film weeks in India. The National Film Festival was held in 1992. International Film Festival of India (IFFI) '93 was organised at Delhi from January 10 to 20, 1993. Prints with subtitling of 20 feature and 10 non-feature films were prepared for the Indian Panorama. Work on the conversion of Practice Hall of Siri Fort Film Festival Complex into

a Mini Theatre was completed and Indian Panorama screening for the IFFI-93 was held there.

2.5.5. During 1992-93, the National Film Development Corporation is expected to produce/co-produce 17 films with Doordarshan and others. About 180 films/video rights are expected to be imported during 1992-93. Loans for the construction of four theatres are expected to be extended during the year. It is expected to achieve NFDC's direct export of 120 films. NFDC proposes to subtitle one hundred, 35 mm films and seventy-five, 16 mm films during the year.

2.5.6. The Central Board of Film Certification also continued its activities during 1992-93. Infrastructural facilities provided at various regional offices were strengthened. A comprehensive scheme for computerisation of CBFC at Bombay was drawn up and the work entrusted to the National Informatics Centre for implementation.

2.5.7. The Film and Television Institute of India (FTII), Pune, procured two TVs and two VCRs for the Direction Department and Anamorphic Finder for the Cinematography Department. The Institute also procured studer recorder and amplifier/speaker system. Chilling plant and 35 mm processing machine have been renovated besides procuring 3-1 HP centrifugal pump, film printer, etc., for laboratory. Spares for Arriflex camera and Oscilloscope have been purchased for the Maintenance Department besides a 35 mm projector for Projection Department. Keeping in view the growing need for augmentation of the training capacity as well as starting of new courses commensurate with the technological developments taking place in the electronic media scenario, it has been decided to set up a Film and Television Institute at Calcutta.

Physical Targets

Doordarshan

2.6.1. Doordarshan's targets for 1993-94 include completion of studio projects at

Patna, Shimla, Calcutta (II Channel), Madras (II Channel) and Programme Generation Facility (PGF) at Jammu. Targets for 1993-94 also include commissioning of High Power (10 KW) TV Transmitter at Jaisalmer (under border coverage) and High Power (1 KW) TV Transmitter at Leh and Churachandpur. Besides, 58 Low Power/Very Low Power TV Transmitters are also targeted to be commissioned during the financial year. Upgradation of HPT Jabalpur from 1 KW to 10 KW and completion of TV tower of HPT Jaisalmer and Rameshwaram has also been scheduled for 1993-94. Under miscellaneous schemes is included completion of construction of staff quarters at Jalandhar, Churachandpur, Lunglei, Jabalpur, Mokochung, Itanagar and Port Blair.

All India Radio

2.7.1. Targets envisaged for completion during Annual Plan 1993-94 include setting up of ten full-fledged radio-stations, two relay centres, six Medium Wave (MW) transmitters, six VHF (FM) transmitters and upgradation of six MW transmitters and three SW transmitters. Besides, provision is made for five Pat. Studios/upgradation of Auxiliary studios.

Information Media

2.8.1. The Press Information Bureau proposes to modernise the communication system, so as to provide an integrated transmission network for the Bureau. During 1993-94, it is proposed to purchase telephoto receivers, computer systems and software packages for various workstations.

2.8.2. The Publications Division proposes to open sales emporia at Guwahati and Shillong and sales counter at Ahmedabad. The Division intends to bring out "Yojana" in Oriya language.

2.8.3. For the Developmental Publicity Programme of the Directorate of Advertising and Visual Publicity, the Annual Plan 1993-94 envisages a total proposed outlay of Rs. 30 lakh.

2.8.4. The Photo Division will go in for the latest technology for modernisation of their colour units. It is also proposed to procure a computerised Photo Data Bank System in which one mother computer unit along with three/four terminals will be installed.

2.8.5. The Song and Drama Division proposes to organise 200 Sound and Light Programmes during 1993-94. Ranchi office will organise 600 programmes through parties in the tribal belts of Madhya Pradesh, Bihar and Orissa. Special publicity campaigns are proposed to be organised in disturbed and border areas.

2.8.6. The Directorate of Field Publicity proposes to purchase films/documentaries on themes like national integration, family welfare, communal harmony, etc. In addition, it also proposes to computerise the regional offices.

2.8.7. It is proposed to undertake the construction of phase IV of Soochna Bhavan.

2.8.8. The Registrar of Newspapers for India intends to link up its regional office at Calcutta with the computers at headquarters during the year 1993-94.

2.8.9. The Main Secretariat proposes to undertake strengthening of Pay and Accounts organisation to cope with increased activities of the Ministry. Provision has also been kept towards subscription to equity of a joint sector company for operating a 2nd National Television Channel.

2.8.10. The Indian Institute of Mass Communication proposes to start construction of the hostel for IIS officers; modernisation of printing press; providing a media library and data bank in mass communication, besides, modernization and expansion of facilities for Radio and TV journalism.

Films Media

2.9.1. The Films Division proposes to undertake production of special featurette films in 16 mm specially intended for rural audience; replace black and white prints by

colour prints; augment and replace cinematographic equipment and undertake the construction of III phase building of the Division at Bombay.

2.9.2. The National Film Archive of India will construct specialised vaults for preservation of films; acquire archival foreign and Indian films etc.

2.9.3. The Film and Television Institute of India, Pune proposes to acquire new machinery and equipment for its various departments.

2.9.4. During the year 1993-94, it is planned to complete land levelling/landscape development and commence building work at Calcutta for setting up the Film and Television Institute there.

2.9.5. The National Centre of Films for Children and Young People will produce feature, featurette and short films for children. Dubbing and subtitling under its normal activity will also continue. Foreign films will also be purchased in addition to modernisation and augmentation of the production facilities. It is also proposed to organize International Children Film Festival.

2.9.6. The National Film Development Corporation proposes to produce 14 good films either on their own or on co-production basis with foreign producers and Doordarshan. In addition, loans for production of films will be given for about 10 films. The Corporation expects to provide loan for the construction of 10 more theatres during the year. It is estimated that 120 feature films and 80 video film rights will be imported.

2.9.7. The Central Board of Film Certification will continue its activities at its headquarters at Bombay and its regional offices in addition to purchase of some equipment.

2.9.8. Provision has also been kept for extending grants-in-aid to the film societies for their planned activities.

2.9.9. The Directorate of Film Festivals proposes to organise five/six film weeks in India and abroad. Two Special Festivals of India will also be organised abroad. It will participate in about 45 foreign film festivals. IFFI-94 will be held in January 1994. Subtitled prints of Indian Panorama and other outstanding films will be prepared. Some civil work (including additions and alterations) will also be done at the film festival complex at Siri Fort.

Chapter III

Organisation

Main Secretariat

3.1. The Main Secretariat of the Ministry is headed by the Secretary who is presently assisted by two Additional Secretaries and two Joint Secretaries. There are 11 officers of the level of Director/Deputy Secretary, 16 officers of the rank of Under Secretary, 41 other gazetted officers and 275 non-gazetted officials in different wings of the Ministry. An organisational chart of the Ministry is at Appendix-I

Scheduled Castes and Scheduled Tribes (SCs and STs)

3.2.1. In pursuance of the policy of the Government, the Ministry has been making all out efforts to provide proper representation to the SCs and STs in the services and posts under its control in accordance with the orders issued by the Govt. in this regard. The Ministry has been making constant efforts to ensure that the difference between the targeted percentage of reservation and actual representation of SCs and STs in various services and posts in the Ministry is reduced to the minimum. As a result of sustained efforts, the percentage of SCs and STs vis-a-vis the total number of employees in the Ministry including its attached and subordinate offices as on January 1, 1992 was as under:

	Group A	Group B	Group C	Group D
SC	10.01	13.38	16.48	32.8
ST	4.16	3.61	6.68	10.2

3.2.2. The Ministry launched special Recruitment Drives to fill up the backlog vacancies reserved for SCs and STs in the direct recruitment quota during 1991-92. As a result, maximum number of backlog vacancies reserved for SCs and STs in the attached and subordinate offices had been filled up under the special Recruitment Drive during 1992.

3.2.3. A cell has been functioning in the Ministry under the supervision of a Liaison Officer for coordination and monitoring the work relating to implementation of reservation orders. The Deputy Secretary, Administration, & Chief Vigilance Officer in the Ministry functions as the Liaison Officer. Roasters are maintained to secure proper representation of SCs and STs in services and posts by the attached and subordinate offices, autonomous bodies and public sector undertakings under the control of the Ministry.

3.2.4. Training of officers belonging to SCs and STs under various training programmes in India and abroad is receiving adequate attention. The Ministry is fully aware of the importance of appreciation/orientation courses on the subject of reservation in services and invariably nominates officials to undergo such training whenever courses are circulated by the Institute of Secretarial Training and Management.

3.2.5. The reservation policy in respect of SCs and STs in services and posts is also

being followed in autonomous bodies and public sector undertakings under the administrative control of the Ministry, namely, NFDC, FTIL, IIMC, CFSI and PCI.

Use of Hindi as Official Language

3.3.1. The Hindi Salahkar Samiti of the Ministry renders advice on the progressive use of Hindi for official purpose in the Ministry and its media units in accordance with the policies laid down by the Kendriya Hindi Samiti and the Department of Official Language. Four meetings of the Committee were held during the year. The Members of the Committee gave valuable suggestions for the spread and propagation of Hindi.

3.3.2. Official Language Implementation Committees are also functioning in the Ministry and its attached and subordinate offices. These Committees in their periodical meetings, reviewed the work done for progressive use of Hindi in official work in their respective offices. Their reports were examined in the Ministry and necessary instructions issued to improve the performance. During the year the Committee for the Ministry met thrice.

3.3.3. The second Sub-Committee of the Committee of Parliament on Official Language visited 10 offices, including the Ministry and reviewed the progress regarding the use of Hindi. A senior officer of the Ministry was included during the inspections and follow-up action taken as per the observations of the Committee.

3.3.4. To accelerate the use of Hindi in official work, "Hindi Week" was organised in the Ministry from September 14 to 22, 1992. During this period competitions in Hindi Typing, Essay writing, Noting and Drafting and Hindi Translation were organised and candidates securing first, second and third positions respectively were awarded by way of commendation letters and cash prizes.

3.3.5. Under Rule 10(4) of the Official Language (Use for Official purpose of the Union) Rule, 1976 total number of notified offices including the Main Secretariat where 80 per cent or more employees have acquired working knowledge of Hindi is 357.

3.3.6. Several offices of different media units were inspected to oversee the progress in use of Hindi in their official work. Inspected offices were requested to eradicate the lapses found during the inspection. To accelerate training in Hindi typing and Hindi stenography—media units were advised to nominate employees under the correspondence course.

Internal Work Study Unit

3.4. (i) An extensive exercise to review the forms in use in Main Secretariat and media units; simplification of procedures; delegation of authority; enforcement of accountability; and redressal of public grievances, both for media units and the Main Secretariat is being undertaken by a Task Force.

(ii) In respect of O & M provisions as set out in the Manual of Office Procedure, an Action Plan has been formulated for implementation by the sections in the Main Secretariat as well as by the media units during 1992-93.

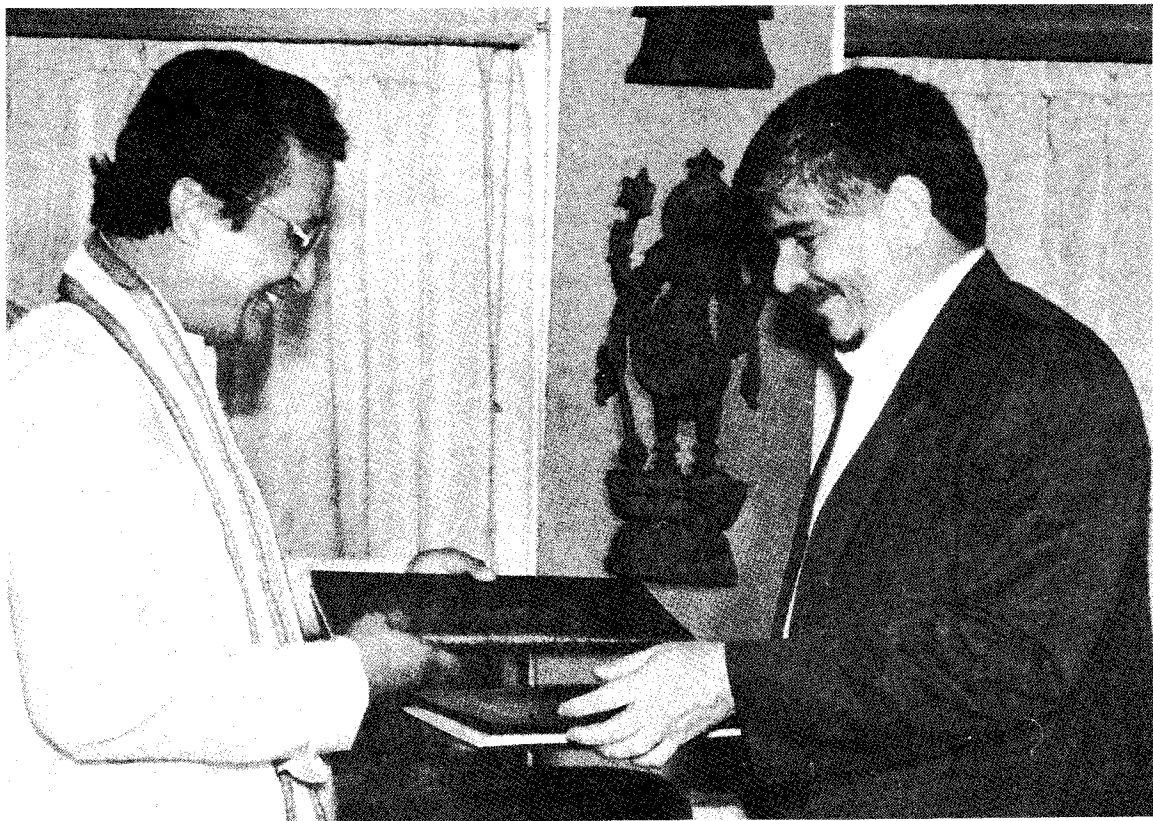
(iii) Towards development of O & M culture in the Ministry, the practice of holding quarterly meetings under the Chairmanship of designated O & M Officer, which commenced last year, has continued this year as well.

(iv) The annual inspection of as many as 16 sections in the Main Secretariat from O & M angle have been carried out upto December, 1992.

(v) A programme for launching Special Drives has also been drawn up for recording, reviewing and weeding out of files in the Main Secretariat as well as in the media units for 10 working days in every quarter. In the Main Secretariat and its media units, 31,954 files were recorded, 31,532 files were reviewed and 19,733 files were weeded out during the three Special Drives launched upto December, 1992.



The Minister of State for I & B Shri K.P. Singh Deo in conversation with the visiting Minister for Television and Radio of Uzbekistan, Mr. E. Haitbav, New Delhi, January 20, 1993



The Minister of State for I & B Shri Ajit Kumar Panja and the President of Islamic Republic of Iran Broadcasting, Mr. Mohd. Hashemi exchange documents, after signing a Memorandum of Understanding on Co-operation in the field of Radio and Television, New Delhi, October 21, 1992



The Prime Minister, Shri P.V. Narasimha Rao attending a high level meeting of I & B Ministry



The Minister of State for I & B Shri Ajit Kumar Panja and the President of Islamic Republic of Iran Broadcasting, Mr. Mohd. Hashemi exchange documents, after signing a Memorandum of Understanding on Co-operation in the field of Radio and Television, New Delhi, October 21, 1992

(vi) During the year, 8 work measurement studies have been conducted upto December, 1992. There was a direct/preventive saving of Rs 1,79,364 as a result of these studies.

Departmentalised Accounting

3.5. The Office of the Chief Controller of Accounts, Ministry of Information & Broadcasting came into existence w.e.f. October 1, 1976 as a result of promulgation of the Scheme of Departmentalisation of Government Accounts (Civil). The Scheme, inter-alia, provides that the Secretary of the Ministry is the Chief Accounting Authority, and Additional Secretary (Financial Advisor) looks after the functions relating to Financial advice and Accounts. Chief Controller of Accounts is the Administrative and Accounting Head of the Accounting Organisation of the Ministry and discharges the vital responsibility towards:

- a) Consolidation of accounts of the Ministry in the manner prescribed by the Controller General of Accounts;
- b) Preparation of annual Appropriation Accounts of the Demands for Grants controlled by the Ministry of Information and Broadcasting, submission of the statement of Central Transactions and material for the Finance Account of Union Government (Civil) to the Controller General of Accounts;
- c) Payment of loans and grants to Autonomous Bodies, News Agencies and Corporation etc;
- d) Rendition of technical advice to Pay and Accounts Offices and media offices and maintaining liaison with CGA's Office and exercise of overall control in the accounting matters; and
- e) Monitoring of financial transactions of over 567 Drawing and Disbursing Officers spread all over the country.

2. The above functions are performed by the Chief Controller of Accounts through four Deputy Controllers of Accounts and 18 PAOs located at Delhi (7), Calcutta (3), Bombay (3), Madras (3), Lucknow (1) and Guwahati (1).

3. A special feature of this organisation involves the payments relating to the personal claims and salaries of approximately 6000 gazetted officers of the Ministry and its attached/subordinate offices, which are made through a computerised system with the help of National Informatics Centre. This work is being handled by DCA (IRLA) housed in AGCR building, Indraprastha Estate, New Delhi.

4. During the year (upto October, 1992) 1,97,583 bills (including 51,551 claims of gazetted officers processed by PAO, IRLA) were processed by all the PAOs. In addition, 836 pension cases and 620 GPF final payment cases in respect of the retired government servants were finalised upto October, 1992. The PAOs issued 35,533 Annual Provident Fund statements to the subscribers.

5. An Internal Audit Organisation also functions under the Chief Controller of Accounts. This organisation is responsible for checking the initial accounts maintained in the executive offices, with a view to ensuring that rules, regulation, systems and procedures regarding accounting and financial matters are followed scrupulously in all offices.

Vigilance

3.6.1. Organisational Set-up

The Vigilance set-up of the Ministry is functioning under the overall supervision of the Secretary. In this work, he is assisted by a Joint Secretary, Chief Vigilance Officer, an Under Secretary and other subordinate staff.

While vigilance units in attached and subordinate offices of the Ministry are headed by Vigilance Officers, those in the public sector undertakings and registered societies are supervised by their respective officers. Vigilance activities of the attached and subordinate offices, public sector undertakings and registered societies are co-or-

dinated by the Chief Vigilance Officers of the Ministry.

2. Grievance Redressal Machinery

A specific Grievance Redressal Machinery has been functioning. The Joint Secretary (P & F) of the Ministry has been nominated as the Director of Grievances. In the media units also Staff Grievance Officers have been appointed. They are freely accessible to the staff as well as the members of the public during specified hours. The progress of disposal of such cases is monitored regularly.

3. Preventive Vigilance

Efforts were continued to simplify the procedures so as to minimise scope for corruption. A close watch was also maintained over persons of doubtful integrity. Staff posted at sensitive points were rotated periodically. Inspections were carried out by senior officers to ensure proper observance of rules and

procedures. Sixty-four regular and seventeen surprise checks were carried out during the year. Seventeen persons were identified for being kept under surveillance.

4. Punitive Vigilance

During the period from April to December, 1992, 242 complaints were received in the Ministry from different sources. These were examined and preliminary inquiries were ordered in 115 cases, including 15 cases entrusted to CBI. Preliminary inquiry reports in respect of 40 cases were received during the year. Regular departmental action for major penalty was initiated in 10 cases and that for minor penalty in 4 cases. Major penalties were imposed in 9 cases and minor penalties in 3 cases. 13 officers were placed under suspension and administrative warnings were issued to 6 officers.

The total number of officers under suspension is twenty-one. Out of this 10 belong to the Main Sectt. and 11 to the media units.

Chapter IV

All India Radio

4.1.1. All India Radio observed SAARC Year of Environment and broadcast a large number of programmes aimed at creating awareness of the magnitude of the problem and the efforts taken for meeting the challenge. All India Radio contributed significantly to the observance of the South Asian Festival of SAARC countries and broadcast special programmes and Radio reports.

4.1.2. All India Radio continued to broadcast programmes to inculcate feelings of national integration, mutual respect, universal brotherhood and tolerance. Special emphasis was laid on the broadcast of programmes on the life and teachings of Sufis and other saints who promoted communal harmony and non-violence.

4.1.3. Election to the offices of President and Vice-President, New Economic measures announced by the Government, Revamped Public Distribution System, year-long Golden Jubilee Celebrations of the Quit India Movement and the Ardh Kumbh Mela at Haridwar are some of the highlights of coverage given by the News Services Division during the period of report.

4.1.4. Two publications - A Style Book and The Story of News Services Division - were prepared, published and issued for the guidance and use of editors, correspondents and other editorial staff working in the News Services Division. These publications

fulfilled the long-standing and pressing requirements of the NSDs editorial staff.

4.1.5. All India Radio is now putting out 285 news bulletins daily for a total duration of 38 hours and 45 minutes. Out of these, 88 bulletins are broadcast in the Home Services for a duration of 12 hours 5 minutes while 132 news bulletins go on the air daily from 41 Regional News Units for a total duration of 17 hours 41 minutes. In the External Services, 65 bulletins for a duration of 8 hours 59 minutes are put out every day.

Net Work

4.2.1. All India Radio network now comprises 149 broadcast centres consisting of 141 full-fledged stations, three relay stations, 2 auxiliary centres and 3 exclusive Vividh Bharati Centres. There are 14 MW Transmitters, 43 SW Transmitters and 62 FM Transmitters. The present radio coverage is 86.1% by area and 96.2% by population.

4.2.2. All India Radio has established radio networking through INSAT-ID for many of its relay programmes. Uplinking facility for six channels is available from Delhi through DOT Earth Station at Sikandrabad. Besides, Bombay, Calcutta and Madras have also been provided with one channel uplinking facility on time sharing basis with Delhi for distribution of regional programmes through INSAT-ID. All India Radio Stations are equipped with 6 channel receiving terminal

for receiving centrally originated Delhi programmes.

4.2.3. In addition, 4 channel uplinking facility is also available at Broadcasting House, All India Radio, Delhi through INSAT-2A. Seventeen AIR Stations (including Delhi) are at present equipped with receiving system of this service.

4.2.4. Six local radio stations were planned as pilot projects under the 6th Plan, out of which 5 were commissioned. One remained as continuing scheme in the 7th Plan. In the 7th Plan, 73 local Radio Stations were planned to expand the concept of Local Radio Stations. Hence out of the total 73 Local Radio Stations, 43 have been commissioned, 11 are technically ready and 7 more are likely to be ready by March, 1993. The rest are at various stages of completion. Local Radio Stations are area specific and they cater to the needs and aspirations of the local population.

News Services Division

4.3.1. Dr. Shankar Dayal Sharma was sworn-in as the ninth President of India on 25.7.92. All India Radio, through its news bulletins consistently noticed the election process to the office of President right from the filing of nominations. The voice-cast of President Dr. Shankar Dayal Sharma after he was sworn-in was carried in 2045 hours Hindi and 2100 hours English bulletins. Similarly, the election of the Vice-President, Shri K.R. Narayanan was noticed with adequate details.

4.3.2. The year-long golden jubilee celebrations of the Quit India Movement with a special joint session of both Houses of Parliament to pay homage to the martyrs of the freedom struggle, were highlighted in the news bulletins. Voice-cast of the President Dr. Shankar Dayal Sharma on the occasion was included in the news bulletins. Commemorative functions held at the Red Fort in Delhi and other parts of the country which were addressed by the Prime Minister and other leaders, were also covered.

4.3.3. Other important subjects including developments regarding Ayodhya issue and the steps taken by the Government to help expedite early settlement of *Ramjanma Bhoomi-Babri Masjid* dispute were covered in the news bulletins. Suitable programmes were mounted by the News Services Division to educate the listeners on various aspects of Ayodhya issue. A senior correspondent was specially stationed at Lucknow for this. Besides, securities scam and R.B.I. Report on the scam alongwith the quick follow-up action taken by the Government, establishment of Joint Parliamentary Committee to probe into the scam including the briefing by its Chairman, Shri R.N. Mirdha were given adequate coverage. Supreme Court judgement upholding 27% reservation in government jobs for other backward classes and Ardh Kumbh Mela at Haridwar and massive arrangements made by the Central/State Governments were adequately covered.

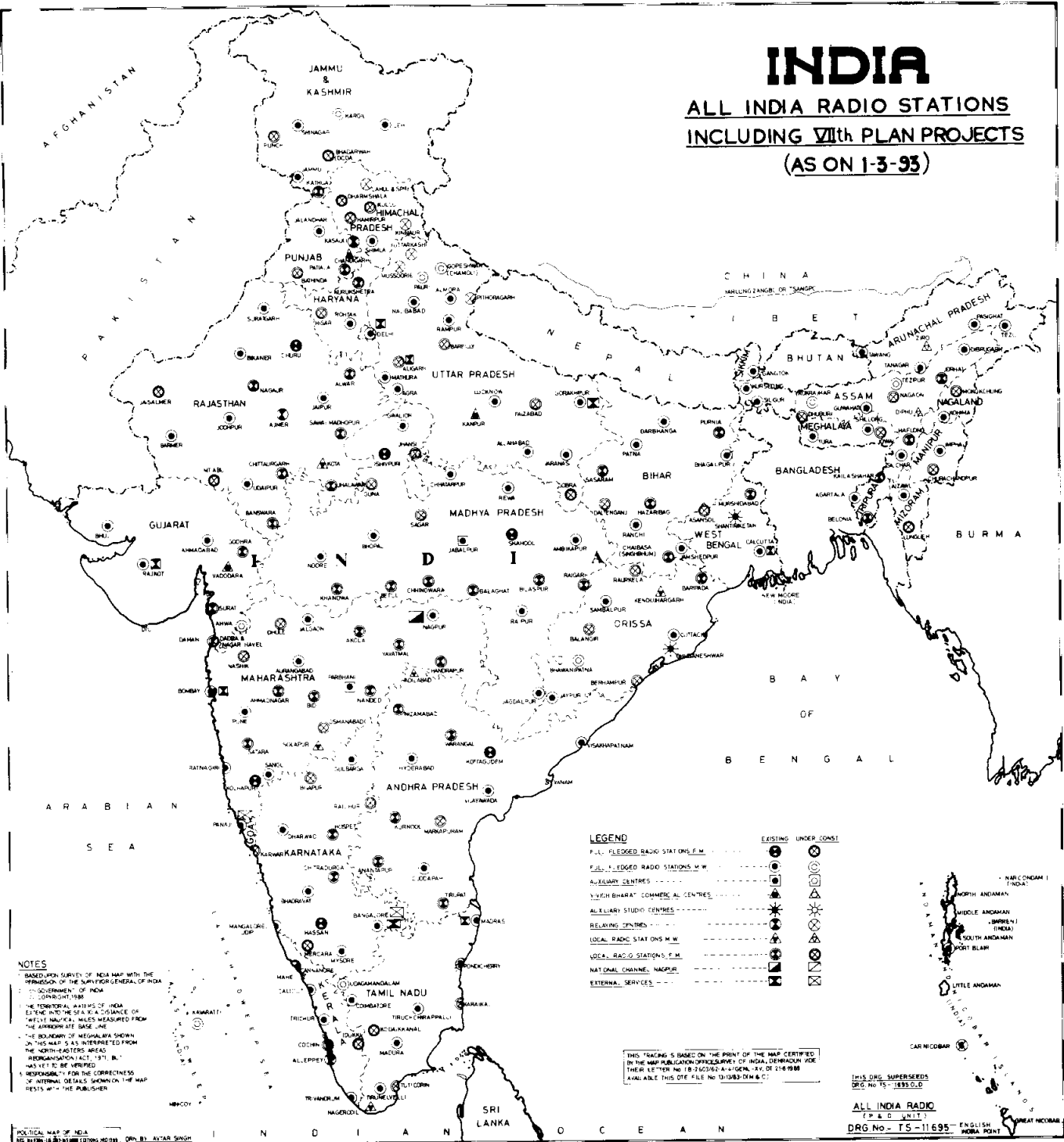
4.3.4. The visit of Indian dignitaries—the President, Shri R. Venkataraman to China and the Prime Minister, Shri P.V. Narasimha Rao to Brazil, Japan, Indonesia, France, Nepal and Senegal were given proper coverage. AIR Special Correspondents invariably accompanied the President and the Prime Minister during their visits abroad. The visits to India of foreign dignitaries like the Mauritius President, Sir Veeraswamy and the Sri Lankan President and SAARC Chairman, Shri Premadasa were suitably covered.

4.3.5. All India Radio, through its news bulletins and news based programmes, continued to highlight the efforts of the Government to control the menace of terrorism in Punjab, Jammu and Kashmir and North-eastern States. The All-Party Parliamentary Delegation's visit to Jammu and Kashmir, developments on the Line of Control and meeting of the Parliamentarians and former Legislators of Jammu and Kashmir for early resumption of political process in the valley received ample coverage.

4.3.6. On the international scene, the coverage included: developments in Pakistan and Afghanistan, the U.S. Presidential

INDIA

**ALL INDIA RADIO STATIONS
INCLUDING VIIth PLAN PROJECTS
(AS ON 1-3-95)**



LEGEND

	EXISTING	UNDER CONST.
FULL FLEDGED RADIO STATIONS F.M.	⊙	⊗
FULL FLEDGED RADIO STATIONS M.W.	⊕	⊗
AUXILIARY CENTRES	⊙	⊗
VYOM BHARATI COMMERCIAL CENTRES	⊙	⊗
AUXILIARY STUDIO CENTRES	⊙	⊗
RELAYING CENTRES	⊙	⊗
LOCAL RADIO STATIONS M.W.	⊙	⊗
LOCAL RADIO STATIONS F.M.	⊙	⊗
NATIONAL CHANNEL, MUMBAI	⊙	⊗
EXTERNAL SERVICES	⊙	⊗

NOTES
 1. BASED UPON SURVEY OF INDIA MAP WITH THE PERMISSION OF THE SURVEY GENERAL OF INDIA
 2. GOVERNMENT OF INDIA
 3. COPYRIGHT 1988
 4. THE TERRITORIAL WATERS OF INDIA EXTEND INTO THE SEA TO A DISTANCE OF TWELVE NAUTICAL MILES MEASURED FROM THE APPROPRIATE BASE LINE
 5. THE BOUNDARY OF MEGHALAYA SHOWN ON THIS MAP IS AS INTERPRETED FROM THE NORTH-EASTERS AREA DEMARCATION ACT, 1971. IT WAS NOT YET TO BE VERIFIED
 6. RESPONSIBILITY FOR THE CORRECTNESS OF INTERNAL DETAILS SHOWN ON THE MAP RESTS WITH THE PUBLISHER

THIS TRACKING IS BASED ON THE PRINT OF THE MAP CERTIFIED BY THE MAP PUBLICATION OFFICE SURVEY OF INDIA, DOWNTOWN POSE THEIR LETTER NO. B-262322-A-4 (GEN. 40) OF 21/6/98 AVAILABLE THIS OTE FILE NO. 13-183-DM & C.

THIS DRG. SUPERSEDES DRG. NO. TS-11695/D

ALL INDIA RADIO
(P & D UNIT)
DRG No. - TS-11695

ENGLISH INDIA POINT

Based on Survey of India Map

elections, miraculous escape of PLO Chief, Yasser Arafat in a plane crash, general elections in the U.K., destruction of Iraq's biggest nuclear complex under the U.N. supervision, the 185-Nation meeting at Rio-De-Janeiro on environment, Czechoslovakia's decision to split into two nations—Czech and Slovak, Tenth Non-Aligned Summit in Jakarta, Polling in Thailand to elect a new Parliament, unprecedented floods in Pakistan, West-Asia Peace Talks, polling in Kuwait, earthquake in Egypt, assassination of Sri Lankan Navy Commander in a bomb explosion in Colombo and the Israeli Cargo Plane crash in a residential area near Amsterdam killing nearly 200 persons.

4.3.7. The passing away of former Vice-President of India, Mod. Hidayatullah, former Union Minister, Z.R. Ansari, veteran freedom fighter and Gandhian Achyut Patwardhan and BJP Vice-President and MP, Dr. Baldev Prakash were covered alongwith their obituaries. The death of the doyen of Indian cinema, Satyajit Ray, Sports Administrator, Raja Bhalendra Singh, Actress Kanan Devi, film actor Amjad Khan and renowned Hindustani vocalist Mallikarjun Mansoor were noted in the news bulletins alongwith the condolence messages.

4.3.8. On the sports scene, all important national and international sports events were adequately covered. Some of these included: Davis Cup, Wimbledon Tennis Championship for men and women, French Open Tennis Championship for men and women, 25th summer Olympics in Barcelona, Duleep Trophy, World Professional Billiards Championship, Durand Cup Football, Asian Table Tennis Championship, historic India-South Africa Test cricket matches, Australia-Sri Lanka Test Series and test cricket matches between Pakistan and England.

4.3.9. Round-up of the day-to-day proceedings and discussions in Parliament during its sittings were given in programmes under Today in Parliament (daily during the session) and This Week in Parliament (on Saturdays during the session) both in English and Hindi simultaneously.

4.3.10. A weekly human interest news bulletin in Hindi is broadcast every Sunday from Delhi. Thirteen Regional News Units of AIR also broadcast the human interest bulletins in the language of the region concerned.

4.3.11. The news-based programmes such as Current Affairs, Charcha Ka Vishay Hai, Spotlight, Samayiki, Tabsara, commentaries in the "Samachar Prabhat" and the "Morning News", Newsreels and Samachar Darshan dealt with topics like Ayodhya dispute, communal harmony, situation in Punjab, Jammu and Kashmir and Assam, new Economic measures announced by the Government, Revamped Public Distribution System, hike in prices of petroleum products and fertilisers, constitutional rights of SCs/STs, Security Scam, Diamond Jubilee of the Indian Air Force, elections in the United States, measures to tackle malnutrition, Jharkhand issue, population explosion, land reforms and rural development etc.

4.3.12. The new economic policies and reforms and the Revamped Public Distribution System which was inaugurated by the Prime Minister at Barmer in Rajasthan on 1st January, 1992, were adequately projected and their outcome covered in news bulletins and news-based programmes on the national hook-up as well as from 40 Regional News Units. For orientation, News Editors/Assistant News Editors and Correspondents posted in Regional News Units (RNUs) and elsewhere were made to attend three Multi-Media Workshops at Thiruvananthapuram Bombay, and Guwahati during 1992, leading to improvement in the quantity and quality of coverage of the policies and revamped PDS in the News Bulletins etc. from Regional News Units. As it was felt that commentary programmes from the RNUs will also be a good forum for giving indepth publicity to the policies and programmes, 6 more RNUs have introduced such commentary this year. This brings the total number of AIR Stations broadcasting news commentaries to 18 as against 12 a year ago.

4.3.13. In-service training of 'Freshers' and other officers goes on in the News Services Division throughout the year. Besides spon-

soring officers for periodic professional training at the Indian Institute of Mass Communication, New Delhi, the News Services Division itself runs Crash Courses for fresh officers and Familiarisation/Orientation courses for other officers. One such Crash Course lasting six days was held in August, 1992, at the instance of the Thomson Foundation, London. A British Communication Expert, Mr. E.A. Owen conducted a workshop on 'Actuality Reporting' in the NSD from 24th November to 4th December, 1992 which was attended by about 20 officers including seven from Regional News Units.

4.3.14. At present, All India Radio has 101 regular correspondents in India and seven abroad. Besides, there are 246 part-time correspondents working for NSD and its Regional News Units. The monthly fee of part-time correspondents was raised from Rs. 250/- to Rs. 500/- from February, 1992. One morning national bulletin in Konkani earlier put out by Bombay has been shifted to Panaji from April 4, 1992. AIR subscribes to the news agencies PTI, UNI and their respective Hindi services 'Bhasha and Varta'.

Home Services

4.4.1. The National Channel was commissioned on 18th May, 1988. At present it covers 64 percent of the population. With the addition of one megawatt transmitter located at Mogra near Calcutta, the listening has considerably increased in Eastern and North-Eastern region. Besides, the National Channel is also transmitted on one megawatt transmitter located at Nagpur and a 10 KW transmitter located at Delhi. The idea behind locating these transmitters in different directions is to reach the maximum of our population as well as far flung areas. The programmes include high quality Hindustani, Carnatic and Western Music, investigative reports, magazine programmes, plays, a daily sports round up, financial review and a daily Urdu Programme entitled Manzar, besides a miscellany programme entitled Vividha—comprising of contents pertaining to men and matters, persons and places and music.

4.4.2. AIR has contributed largely to bring about awareness and appreciation of Indian Music—classical, light, folk and tribal and Western Music. Nearly 40 percent of the total broadcast time is devoted to music programmes. National Programme of Music is broadcast on all Saturdays, Akashvani Sangeet Sammelan concerts feature top artists as well as promising artists. Budding artists are featured in the zonal hook up concerts on every Sunday.

4.4.3. This year's Akashvani Sangeet Sammelan—38th in the series, had 141 Hindustani and 10 Carnatic sessions arranged in different parts of the country with 157 top ranking and well known artists participating. A special feature of this year's Sammelan was holding of some of these concerts in smaller cities and towns like Kurukshetra, Sambalpur, Darbhanga, Kanchipuram, Thanjavoor, Salem, Warangal etc. Three Carnatic music concerts were held in the North and three Hindustani music sessions were held in the South for promoting national integration.

4.4.4. AIR has been conducting music competitions every year to discover fresh talents in the younger age group. This year 43 artists were selected and awarded prizes.

4.4.5. Two units of the National Orchestra known as 'AIR Vadyavrinda' have been functioning in Delhi and Madras. Experimentation done in orchestration based on traditional ragas, folk melodies and thematic compositions have been hailed as unique. Two major music festivals covered by AIR in the national hook up are the Thyagaraja and Tansen Festivals.

4.4.6. The AIR archives is enriched by regular contributions from stations in classical, folk and tribal music. These programmes are also circulated amongst stations.

4.4.7. Regional folk and light music programmes are broadcast in the national hook up to familiarise music of distant regions for the listeners throughout the length and breadth of the country.

4.4.8. On the eve of the Republic Day, AIR broadcasts the Sarva Bhasha Kavi Sammelan (National Symposium of Poets) with its Hindi translation over national network and regional versions from the respective Regional/Zonal Stations which is relayed by other Stations in the region. This year, the Sarva Bhasha Kavi Sammelan with 16 reputed poets, each one from a different Indian Language was organised at Delhi.

Sports Broadcast

4.4.9. Among the programme categories of All India Radio, sports broadcasts occupy a prominent place by virtue of the fact that these broadcasts mustered high degree of listenership. AIR's sports broadcasts are helpful in percolating information on various sporting events and arousing sports consciousness amongst listening clientele, particularly among the receptive youth section of the society.

4.4.10. To ensure continuous information-flow on various sports and sporting events, AIR has undertaken meticulous planning to broadcast a regular fixture of sports programmes with fixed time slots comprising daily sports bulletins in Hindi and English for a duration of five minutes each; a weekly sports newsreel in English for 15 minutes' duration and monthly sports magazine programme both in Hindi and in English for a duration of 30 minutes each to facilitate the popularisation of sports and games in the country.

4.4.11. During April-December, 1992, AIR has made concerted efforts to provide effective coverage for Barcelona Olympics, Asian Cup Football, Wimbledon, Davis Cup, and International Volleyball Tournament, on the National net-work. All major sports events, National championships and tournaments of various disciplines were covered through live commentaries, resumes, voice-casts and interviews.

4.4.12. In addition to the coverage of international and national sporting events like Olympics, Asian Games, SAF Games, World Cup Hockey, World Cup Cricket, AIR also

encouraged traditional games like Kho Kho, Kabaddi etc., through broadcast of running commentaries etc. in order to popularise them among the youth of the country and to encourage sports talents in the domain of traditional sports and games.

4.4.13. Radio Plays have been one of the most popular programmes of AIR. Recent surveys show that next to music and news, plays are most widely listened programmes of All India Radio. About 80 stations of AIR broadcast plays in all the major languages of India.

4.4.14. National Programme of Plays is broadcast every 4th Thursday of the month and is relayed by all Hindi Stations. The non-Hindi Stations broadcast the regional Versions of the master script simultaneously. Every month, Central Drama Unit in the Directorate produces one more special play of 30 minutes as a model. It is broadcast by 30 stations in a chain. The scripts are selected from special quarterly productions done at various stations, Akashwani Award-winning plays and adaptations of outstanding novels, short stories and theatre plays. An effort is made to provide a rich variety of themes from various languages to the listeners and also acquaint them with classics of various regions. The plays also project the current socio-economic issues and various developmental measures taken by the Government.

4.4.15. An all India competition for Radio playwrights is organised every year to provide incentives to talented authors to write specially for Radio. This competition is held in 19 prominent languages and in each language there are three awards for best scripts in the general category and one additional for the best humorous script. All the prize-winning scripts are translated in Hindi and other languages for reaching wider audiences.

4.4.16. Humour is most effective in communicating constructive messages to general listeners. To create better awareness and provide healthy entertainment, stations are advised to include good heal-

thy humour in Radio Plays. Every year, a National Programme of Humour "HASYA TARANG" is organised before the invited audience. In the last few years, the programme has become very popular and has been staged before wider audiences. The next show is being organised in February 1993 when humours playlets from various neighbouring stations will be staged—for the invited audience and broadcast.

4.4.17. A two-day seminar on Radio Plays was organised on 2nd and 3rd May, 1992 at All India Radio, Bangalore, for Programme Officers looking after drama in the Southern Region. Eminent dramatists and veteran professional broadcasters read their papers on various aspects of radio play production and the present challenges to Radio in the era of multi-channel TV, Video, and Cable. All the participants had very fruitful interaction with the experts and professional media-men. These seminars are being organised in various regions to improve the quality of radio drama and keep up pace with the fast developing electronic media.

Family Welfare

4.4.18. AIR Stations broadcast family welfare programmes from almost all centres. In 22 AIR Stations full-fledged FW cell is provided with one Executive Officer, one Transmission Executive (Scripts) and one Field Reporter. In 14 AIR Stations, one Field Reporter is provided. AIR Stations broadcast more than 8,500 programmes on family welfare every month. These programmes are broadcast both in general as well as special audience programmes. The main emphasis is laid on small and happy family norms. AIR provides publicity support to Health and Family Welfare Department in its campaign for small and Healthy Family. Besides, nationally important programmes on AIDS, programmes on TB, Sexually transmitted diseases, water borne diseases, Malaria eradication programme etc. are broadcast under the title of family welfare programme. Each AIR Station broadcast once a week 'Health Forum' programmes of a duration of 15 minutes and doctors are invited to these programmes for providing information to the

listeners on common ailments and nutrition. Programmes on importance of 'Girl Child' continue to be broadcast under family welfare series. Mother and Child Health programmes have been taken up in collaboration with UNICEF. Family Welfare Programmes are broadcast in all the languages/dialects of our country. Each year Akashvani Annual Award is given to the best programme on Family Welfare. AIR Stations are impressed upon to broadcast programmes on Family Welfare in almost all the formats and once a quarter one drama is broadcast by each AIR Station besides other programmes. Family Welfare units of AIR stations have family welfare Advisory Committees which give guidance to the units on programme matters from time to time. Health Education Bureau of Ministry of Health and Family Welfare is in touch with AIR and provides background material and expert advice from time to time.

Yuvavani Service

4.4.19. Yuvavani Programmes for the youth are broadcast from Delhi, Jammu, Srinagar, Calcutta and Hyderabad Stations. This programme provides a forum for the youth in the age group of 15-30 years in which they can express themselves freely on subjects intimately connected with their problems and also the country. A conscious effort was made to acquaint the youths with the life, culture and tradition of different parts of the country. The Yuvavani Services have helped in bringing out to the fore the best talent in the fields of literature, drama and music. The Service has also contributed talents to the other categories of programmes in AIR. In addition to these Yuvavani services, most of the stations are broadcasting other youth programmes through main channel.

4.4.20. Programmes for the Senior Citizens (aged people) are being broadcast from 17 Capital Stations for a duration of 30 minutes every week. The programme features interesting subjects like geriatric care, pension problems, tax liabilities, legal advice, reading from classics, current affairs, old age homes/resorts, old hit songs, items of

humour, tit-bits and anecdotes of bygone days.

4.4.21. Programmes for Industrial Workers are being broadcast from many stations of AIR in regional languages for a duration ranging from 20 to 30 minutes, two to four days in a week-or even daily programmes according to the requirement of that station. The subjects covered under this are small industries, welfare measures in Public Sector Undertakings; labour laws, trade unions, minimum wages, prevention of pollution and disposal of industrial wastes and problems and prospects of industrial units in the country. Entertainment programmes for workers/labourers, documentaries on different industries, industrial news, programmes on new non-traditional industries are some of the major subjects covered by AIR Stations.

4.4.22. New Economic policy of the Government is being extensively highlighted by different stations of AIR, in general and special audience programmes.

Farm and Home

4.4.23. Farm and Home Programmes are broadcast from 92 AIR Stations besides all local radio stations. A Farm and Home Unit consists of one Farm Radio Officer who is expert in Agricultural Information Communication, one Transmission Executive (Scripts) and one/two Farm Radio Reporters now redesignated as Transmission Executive (Farm and Home). The duration of Farm and Home Programme is 40-60 minutes per day and are broadcast on all days of the week. The Farm and Home Programmes are broadcast in 2-3 chunks i.e. morning, mid-day and evening transmissions.

4.4.24. Morning Service Programmes are known as Farmers' Bulletin. The programmes include useful agricultural information, weather report and market rates. Evening and mid-day programmes also cater to all the rural development organisations including banks and rural industries. Farm and

Home Programmes also include items for rural women and rural children.

4.4.25. Forty percent of Farm and Home programmes are generally field oriented and are recorded in villages. Once a week at every AIR station, letters received from farmers are replied either by an expert or by radio staff after consultation with experts. In fifteen AIR stations, Farm School programme is being broadcast during the year.

Educational Programmes

Children's Enrichment Experiment Radio (Cheer):

4.5.1 CHEER—Children's Enrichment Experiment (through) Radio, a new project under the joint auspices of the Department of Women and Child Development, NCERT and AIR was launched on 2nd October 92. Aimed at preschool children in the age group of 3-6 years, CHEER is a venture of a specialised nature.

4.5.2. The children of socially deprived classes attending Anganwadis in the states of Andhra Pradesh, Orissa, U.P. and Haryana are target listeners for these series of programmes which are aired daily except on Sundays for one year from the radio stations at Visakhapatnam, Cuttack, Lucknow, and Rohtak. The series titled CHILAKAPALUKULLU, KALIKA, PHULBAGIA and KILKAARI respectively are independent productions of these stations which have a uniformity in terms of the themes only. The programmes reach young children through two-in-one radio receivers and recorders provided by the Department of Women and Child Development. Lakhs of young children are expected to benefit from this broadcast experiment.

4.5.3. AIR has also started, on an experimental basis, broadcast support to the students of the Indira Gandhi National Open University. These programmes for the time being are being broadcast from Bombay and Hyderabad stations from 1st January, 1992. A survey is currently on to test the efficacy of these broadcasts.



The Steinbeck Table at the New Building of the National Film Archive of India, Pune



Meeting of the Hindi Salahkar Samiti of the I & B Ministry, New Delhi



Akashvani Sangeet Sammelan

Commercial Service

4.6.1. The popular Vividh Bharati Service provides entertainment to listeners for 13 hours 15 minutes daily on week days and 13 hours 45 minutes on Sundays and holidays from 32 centres, including two short-wave transmitters at Bombay and Madras. Though light music—both film and non-film—is still the main attraction of Vividh Bharati, humorous skits, short plays, features and talks are also popular.

4.6.2. Commercials were introduced from November, 1967 on Vividh Bharati Channel. Advertising revenue from this channel continued to increase over the years. Vividh Bharati alone contributed Rs. 34.89 crore in 1991-92. To boost the revenue further, commercials were introduced on the Primary Channel in limited categories of programmes in a phased manner. In 1991-92, commercials on primary channel have been extended to 6 more stations. In all 60 Stations of All India Radio, besides the 30 Vividh Bharati Centres, carry commercials. Revenue from commercials on Vividh Bharati as well as Primary Channels in 1991-92 was Rs. 52.73 crore which is Rs. 13.41 crore more than the revenue earned during the previous financial year (Appendix-IV).

External Services Division (ESD)

4.7.1. The External Services Division of All India Radio is an important link with different regions of the world, particularly, with those countries where the interest of India are intertwined because of the Indian population staying in those countries. It also projects our view point on matters of national and international importance through its programmes, broadcast in 24 languages, spanning a period of 71 hours per day. Of these 16 languages are foreign and 8 are Indian. The External Services Division provides almost round the clock service.

4.7.2. External broadcasts project the Indian point of view on World Affairs alongwith information on the myriad facets of Indian life, thought, culture, tradition and heritage. ESD thus plays the role of a cultural

ambassador of India to the world at large in projecting and promoting the Indian image abroad.

4.7.3. The broadcasts follow a composite pattern and generally comprise news bulletins, commentaries on current events and reviews of the Indian Press. Besides newsreels, magazine programmes on sports and literature, talks and discussions on socio-economic, political, historical and cultural subjects, features on developmental activities, important events and institutions, classical, folk and modern music of India's diverse regions form a major part of the total programme output. ESD continues to beam U.N. news to different parts of the globe on every Saturday.

4.7.4. The External Services Division supplies recordings of music, spoken word and other programmes to about 100 countries and foreign broadcasting organisations under the Cultural Exchange Programmes.

4.7.5. The Division brings out independently a monthly programme journal "India Calling" in English, providing advance information of the programmes broadcast in the External Services. The Journal, supplied free of cost to overseas listeners also carries selected talks, letters from listeners and other information. In addition quarterly folders in ten foreign languages—Pushtu, Swahili, Tibetan, Arabic, Burmese, Chinese, Persian, Nepali, French and Indonesian are also published.

Akashvani Annual Awards

4.8. All India Radio has a scheme to award outstanding broadcasts during a calendar year in different formats and on different subjects. These are plays, documentaries, features, musical productions, innovative programmes, programmes on family welfare and for Yuvavani Channel. Special Lassa Kaul Award on National Integration and 'Correspondent of the Year' for excellence in news reporting are also awarded. There are special awards for topical documentaries. Choral singing competitions for children are held at various regional

centres and then an award at national level is given to the best choral singing group. There is an award for the Best C.B.S. Centre of All India Radio, and awards for technical excellence are also given to encourage research and development efforts besides the best installed and best maintained stations.

AIR Sound Archives

4.9. The AIR Sound Archives has added three hundred hours of recordings of different disciplines in the year 1992 such as classical, folk music, features, plays and light music including award winning programmes, reminiscences of freedom fighters, interviews with literary personalities under Radio Autobiography Scheme and Memorial Lectures etc. The preservation of total recordings has gone upto seventeen thousand five hundred and ninety hours, out of which ninety five percent has been documented and being computerised. The L.P. Records/Cassettes which have already been released from the Archival Material are of eminent artists like Ustad Faiyaz Khan, D.K. Pattammal, T. Chowdiah, Ustad Nissar Hussain Khan, Pandit Ram Chatur Mallik, Ustad Ziameiuddin Khan Dagar, Pandit Panna Lal Ghosh, Ustad Hafiz Ali Khan, Alathur brothers and G.N. Balasubramaniam etc.

Transcription Unit

4.10. Transcription Unit procured one hundred and ninety transcripts of the speeches delivered by the President and Prime Minister and supplied scripts for immediate use at various government offices and media units.

Programme Exchange Unit

4.11. Seventy-five hours programme recordings were recently supplied to London for Nehru Museum and other Foreign Broadcasting Organisations under Cultural Exchange. Newly produced series of 26 Sanskrit lessons in Sanskrit medium were supplied to AIR stations.

Staff Training

4.12.1. Staff Training Institute (Programme), All India Radio, located at Delhi has six regional institutes at Hyderabad, Shillong, Ahmedabad, Lucknow, Cuttack and Thiruvananthapuram. The Institute is a premier agency imparting in-service training in programme planning, production, presentation, management and administration. At present out of six regional institutes only three institutes—Hyderabad, Thiruvananthapuram and Shillong are functioning.

4.12.2. Staff Training Institute (Programme), All India Radio, Delhi has conducted 28 training courses from April to December, 1992 and 10 courses have been planned for the remaining period, i.e., January to March, 1993.

Audience Research Unit

4.13. The Audience Research Unit caters to the research and feedback requirements of the entire network of Akashvani including the Commercial Broadcasting Service and the External Services Division. It provides data on audience size and composition, reaction of listeners on the qualitative aspects of the programmes and assessment of their impact on the target audience. This forms the basis for remedial action in programme planning and scheduling, in the qualitative improvement of the programme fare and for policy formulation. The Unit also maintains reference data for the use of various wings of the Directorate and individual stations. The Audience Research network comprises 43 Audience Research Units at different A.I.R. stations and six Mobile Units functioning at the Zonal Stations viz., Delhi, Bombay, Calcutta, Shillong, Allahabad and Madras. Besides, there is a separate unit for the Commercial Broadcasting Service located at Bombay. During the year (1992-93). Audience Research Units have completed major surveys on New Economic Policy at 29 places in two rounds.

Research Department

4.14.1. Research Department of All India Radio and Doordarshan undertake studies in propagation of medium/high frequency (HF)/Very High Frequency (VHF)/Ultra High Frequency (UHF)/Microwave Frequency Bands for scientific planning of broadcasting services. It provides technical expertise to AIR and Doordarshan for bringing modernisation and qualitative improvement in the broadcasting and also in the indigenous development of the state-of-art equipment/system.

4.14.2. A Centre for Digital Techniques in Broadcasting (CDTB) was established during the VII Plan with UNDP assistance and has five specialised groups and 17 specialists trained in different fields of digital broadcasting to carry out developmental activities. The Centre has developed the following systems which are going to be introduced in the broadcasting network.

- (a) Encoder/decoder for Radio text/SCA transmission.
- (b) The remote control and telemetry system for LPTV and FM transmitters.
- (c) PC based weather graphic system.
- (d) Denoising system for old gramophone records and tapes. Based on this a National Audio Archival Centre with the UNDP aid has been established in Planning and Development Unit of All India Radio.

4.14.3. During the VIII Plan, in addition to Government of India funds, the Centre is likely to get the UNDP aid of approximately US \$ 1.5 million to carry out various developmental works in order to achieve self sustainability.

4.14.4. Further, the Networking Group developed a Computerised News Transmission system for AIR News transmission. The Satellite Group and Propagation Group suc-

cessfully conducted trial synchronised transmission of non cosited HF transmitters. The Propagation Group also developed a software for VHF/UHF, FM and TV Planning which was funded by ABU.

4.14.5. The Acoustic Group designed and commissioned a Stereophonic Recording Studio and a Reference Listening Room (as per CCIR report) for subjective listening and diagnostic analysis of audio programmes. The Prototype Section had produced sample units of various R&D models and also fabricated a TV coverage map of India using micro-processor based electronic circuits.

Miscellaneous

4.15.1. Several areas in the coastal regions were affected by cyclonic storms and AIR Stations in the affected areas extended their transmission to broadcast weather warnings round the clock.

4.15.2. With a view to keep better pace with the changing scientific and technological scenario, AIR maintained its interaction with various international institutions like AIBD, ITU, ABU, EBU through workshops, seminars and conferences etc. The most important activity of the year was the World Administrative Radio Conference, held in Spain which allocated frequency bands for Broadcasting Satellite Service and made additional allocations for high frequency broadcasting.

4.15.3. This year's Patel Memorial Lecture was delivered by famous jurist Shri Nani Palkhiwala. The subject selected by him was 'Enduring Relevance of Sardar Patel'. It was delivered before an invited audience at Bombay on 30.10.92 and was broadcast on 1.11.92 in the National Hook-up. Dr. Rajendra Prasad Memorial Lecture, 1992 was delivered by Shri Atal Bihari Vajpayee, MP before an invited audience in November 1992 at Bhopal on 'Secularism—Bharatiya Parikalpana.' The lecture was broadcast from AIR Delhi.

4.15.4. All India Radio introduced the broadcast of the Question Hour proceedings in Lok Sabha/Rajya Sabha from the Monsoon Session of Parliament.

4.15.5. As in previous years, AIR broadcast LIVE commentary on the Birthday Celebrations of Guru Nanak from the Holy Sikh Shrine at Nankana Sahib, Pakistan.

4.15.6. Government has been launching Special Recruitment Drive for filling up vacant posts of Scheduled Castes/Scheduled Tribes in various services since 1990 for direct recruitment. The third Special Recruitment Drive was launched this year. So far 97 Scheduled Castes and 56 Scheduled Tribes posts have been filled up under the drive.

Chapter V

Doordarshan

Network

5.1.1. Doordarshan with its present network of 24 Programme Production Centres and 542 Transmitters of varying power reaching about 82.4 per cent of the country's population, has become one of the premier TV organisations of the world. The break-up of TV transmitters is given below:

1. High Power Transmitters	66
2. Low Power Transmitters	372

3. Very Low Power Transmitters 80

4. Transposers 23

Second Channel TV Service is at present available at the four metropolitan cities of Delhi, Bombay, Calcutta and Madras.

5.1.2. During 1992-93 (till January 1993) Doordarshan commissioned 3 Studio Centres at Bhopal, Bhubaneswar and Agartala, a Programme Generation Facility (PGF) Centre at Pondicherry and 17 transmitters of varying power as under:

a. High Power Transmitters:	Tirupati, Jagdalpur, Jabalpur (interim set-up) and Bareilly.
b. Low Power Transmitters:	Puri, Vallabhnagar, Mayuram, Yellanddu, Karanpur, Raisinghnagar, Contai, Kotputli, Nagapattanam and Rampur (re-activated)
c. Very Low Power Transmitters:	Kilhotran, Dras, Sankoo and Timsogam.
d. Transposer:	Aurangabad.

Installation of Programme Generation Facility (PGF) centres at Port Blair and Bareilly has been completed. In addition, the High Power TV Transmitter at Dharwad and Low Power TV Transmitters at Sujargarh (Rajasthan), Bheemabharam (Andhra Pradesh), Jhargram (West Bengal), Purulia (West Bengal) and Khambat (Gujarat) and Very Low Power TV Transmitter at Jhalda (West Bengal) are ready for commissioning. During the remaining period of 1992-93, five High Power TV Transmitters at Barmer (inter-

im set-up), Bhuj (interim set-up), Bundi, Shimla, Calicut (interim set-up) and 22 Low Power/Very Low Power Transmitters are slated to be completed. Installation of Studio Centre at Aizwal is also expected to be completed.

5.1.3. Doordarshan's targets for 1993-94 include commissioning of seven High Power Transmitters one each at Gangtok (1 KW), Lunglei (1 KW), Mokochung (1 KW), 38 Low Power Transmitters; 20 Very Low Power Trans-

mitters and 2 Transposers. Besides, Studio Centre projects at Itanagar, second channel studios at Madras and Calcutta; Programme Generation Facility centres at Siliguri and Jammu; and Satellite uplink at Jaipur and Bhopal are targeted to be set up. Satellite uplinks at Jaipur and Bhopal would be used for introducing satellite based regional TV services in Rajasthan and Madhya Pradesh respectively.

Satellite Service

5.2.1. Doordarshan is one of the few TV organisations which use domestic satellites for telecast of national and regional services. The entire network is linked through INSAT. Satellite-based regional services are in operation in the States of Andhra Pradesh, Maharashtra, West Bengal, Orissa, Karnataka, Tamil Nadu and Gujarat. TV transmitters in these States are linked to the Doordarshan Kendra at the respective State capitals, via satellite for the purpose of relaying the programmes originating from the Kendra during the regional service time slot. In addition to the above, the High Power and Low Power Transmitters in Assam are linked for a limited duration of 15 mts. to Doordarshan Kendra, Guwahati for relay of Assamese news bulletins. Microwave linked regional TV service is presently available in the States of Punjab, Kerala and Uttar Pradesh.

5.2.2. Satellite derived regional TV service has been started in Gujarat. Satellite uplink facility has been commissioned at Calcutta. The power of the TV transmitter at Anantpur has been augmented from 1 KW to 10 KW. Microwave links have been established between Doordarshan Kendra, Lucknow and the High Power TV Transmitters at Kanpur, Allahabad and Varanasi for dissemination of regional TV service within the coverage area of these transmitters. Pending commissioning of Studio Centres, programme playback facilities have been commissioned at HPT centres at Dibrugarh and Silchar in Assam for relay of half-an-hour programmes of local relevance.

National Programme

5.3.1. Till the end of December 1992 Doordarshan was telecasting national programme from 8.40 p.m. to 11.30 p.m. The transmission was extended beyond 11.30 p.m. to accommodate telecast of award winning/old classical films on Wednesdays and the late night/art films on Fridays. The transmission was also extended occasionally to telecast programmes on topical interest. Besides serials telecast at prime time, other programmes telecast in the national network include current affairs programmes in Hindi and English like Focus, Parakh, Cultural Magazine, national programme of music and regional music concerts of light and folk music, dance/ballet, English serials, documentaries, programmes on new economic policy, national integration and communal harmony, family welfare, environment, developmental programmes, quiz, telefilms, kavi sammelans and mushairas and TV shows etc.

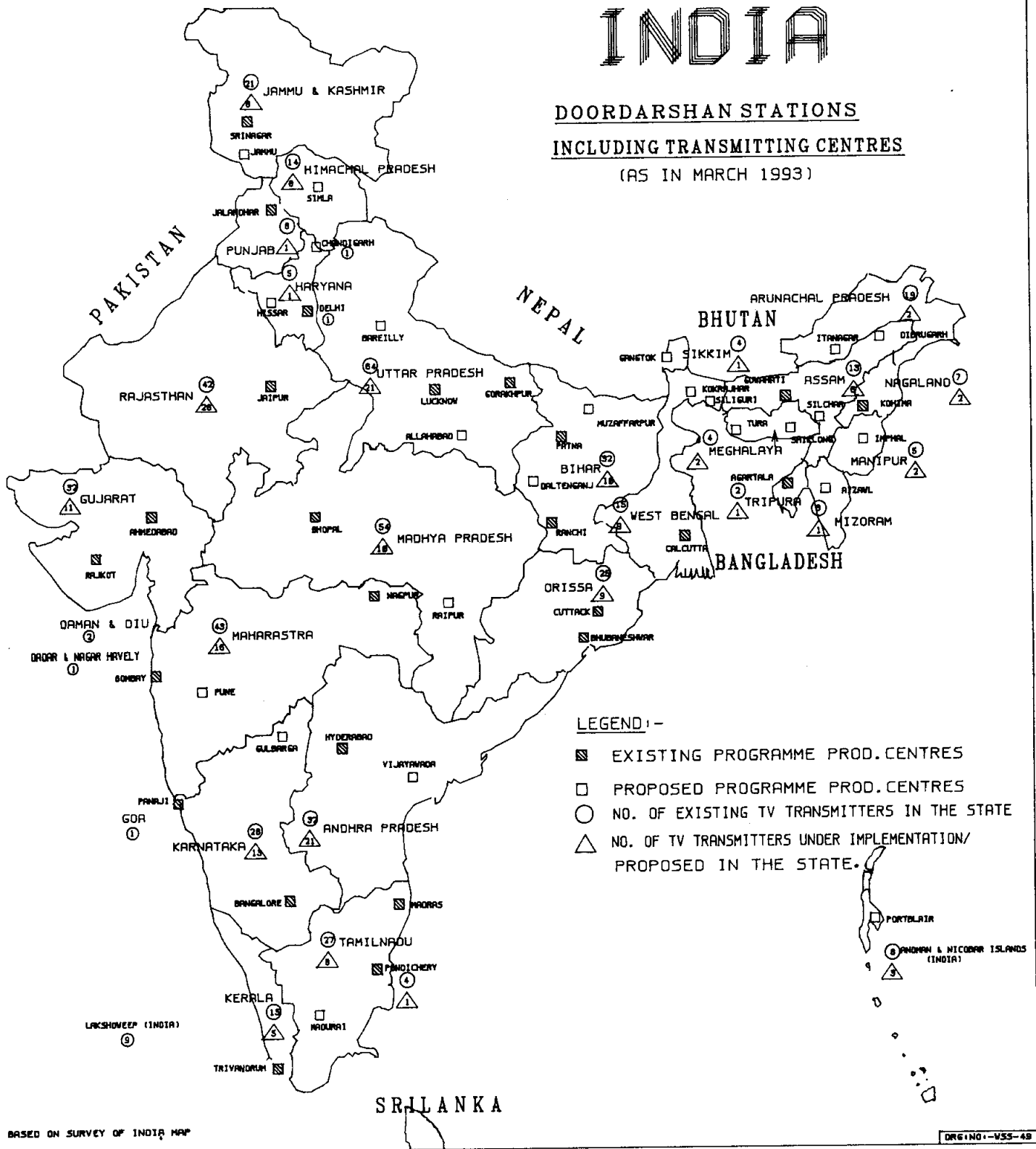
5.3.2. Doordarshan introduced a revised telecast pattern of programmes in the national network and national programmes with effect from January 1, 1993. The national programme now starts at 8-30 p.m. and continues till 11.30 p.m. It now includes one hour entertainment slot at peak viewing time from 8.45 p.m. to 9.45 p.m. The entertainment hour consists of serials, film-based programmes, English serials, Science magazine programmes, quiz programmes etc. The duration of afternoon network transmission has also been increased.

Morning Transmission

5.4. The morning transmission introduced on February 23, 1987 initially for a duration of 45 mts. is now for 110 mts. duration on all the week days except on Sundays when its duration is only of 75 mts. The transmission generally includes skits, serials in the lighter vein, interviews with personalities, short documentaries, health-hints, light music and programmes based on song and dance sequences besides economic magazine programme on current economic issues. It also has two news bulletins in Hindi and

INDIA

DOORDARSHAN STATIONS INCLUDING TRANSMITTING CENTRES (AS IN MARCH 1993)



LEGEND:-

- ▣ EXISTING PROGRAMME PROD. CENTRES
- PROPOSED PROGRAMME PROD. CENTRES
- NO. OF EXISTING TV TRANSMITTERS IN THE STATE
- △ NO. OF TV TRANSMITTERS UNDER IMPLEMENTATION/ PROPOSED IN THE STATE.

BASED ON SURVEY OF INDIA MAP

DRG: NO. - VSS-69

Based on Survey of India Map

English of 15 minutes duration at 7 a.m. and 8.15 a.m. respectively.

Afternoon Transmission

5.5. Afternoon transmission initially started on Sundays was later extended to Saturdays. Since January 26, 1989, afternoon transmission is available on all days of the week. The Sunday service begins at 1.15 p.m. with a news bulletin for the deaf and dumb followed by a regional language feature film. On Saturdays the transmission was from 2.00 p.m. to 4.30 p.m. and on other days from 2.00 p.m. to 3.10 p.m. The main purpose of the transmission is to cater to the needs of children, women and senior citizens who are generally available at home during this time. The programmes are presented in a conversational style and in a composite form. With effect from January 1, 1993, the afternoon transmission extends upto 4.00 p.m. followed by UGC programmes on four days in a week. On Tuesdays, a feature film in Hindi is telecast and on Saturdays, the sports programme is telecast upto 5.00 p.m.

Evening Transmission

5.6. The time upto 8.30 p.m. is earmarked for utilisation by the Kendras for their programmes in respective regional languages. Main news bulletins in Hindi and English are telecast at 8.30 p.m. and 9.45 p.m. Immediately after the English news bulletin when Parliament is in session, Sansad Samachar is telecast at 10.00 p.m. on week days. 'Today in Parliament' in English is telecast at 10.40 p.m. for a duration of 10 minutes.

News and Current Affairs

5.7. News and current affairs form an important component of Doordarshan programmes. Continued efforts are made to provide adequate factual and authentic information to the viewers. The duration of the two daily news bulletins was of 7½ minutes, each in Hindi and English telecast at 2.00 p.m. and 3.00 p.m. respectively. Now it has been increased to 10 minutes from January 1, 1993. The timings of the main

news bulletins in Hindi and English at 8.45 p.m. and 9.30 p.m., were changed to 8.30 p.m. and 9.45 p.m. w.e.f. January 1, 1993. Sansad Samachar is now telecast at 10.00 p.m. and 'Today in Parliament' in English at 10.40 p.m. for a duration of 10 minutes each when Parliament is in session. An Urdu news bulletin of 5 minutes duration was introduced from Doordarshan Kendra, Delhi, Hyderabad, Lucknow and Patna from May, 1992 and from Calcutta from August 1992. Doordarshan Kendra, Guwahati also introduced an additional morning news bulletin in Assamese from November 19, 1992. At present, only 14 Doordarshan Kendras with programme production facilities telecast news bulletin in their respective regional languages. Doordarshan Kendra, Srinagar telecasts regional news prepared by Doordarshan Kendra, Jammu. The duration of regional news bulletin is for 15 minutes each. News bulletins in regional-languages of 10 minutes duration are being telecast on the metro channel at Bombay, Calcutta and Madras.

Sponsored Programme

5.8. Under the sponsorship scheme, a producer is required to bear the production-cost of programmes. In addition, he/she has to pay to Doordarshan a fee, as per the approved rate-card operative from time to time. In lieu thereof, the producer/sponsor is entitled to get Free Commercial Time (FCT) as may be prescribed by Doordarshan to telecast the ad-messages of the client(s) subject to these being approved in advance.

Commercials

5.9.1. Commercials were introduced on Doordarshan in 1976. Besides the national network and the four metro channels, commercials and sponsored programmes are telecast from 11 kendras.

1. Delhi Channel I and II
2. Calcutta Channel I and II
3. Madras Channel I and II
4. Bombay Channel I and II

5. Hyderabad
6. Bangalore
7. Jalandhar
8. Lucknow
9. Srinagar
10. Trivandrum
11. Ahmedabad

5.9.2. Doordarshan telecasts ads for goods and services. The acceptance of advertisements is governed by a comprehensive code for commercial advertising. Ads of cigarettes, tobacco products, liquor, wine and other intoxicants, jewellery, pan masala, are not accepted.

5.9.3. There has been a steady increase in the earnings of Doordarshan through commercials. Gross revenue for the last two years are given below:

1991	286.10 crore
1992	354.69 crore

Special Campaigns

5.10.1. Doordarshan since its inception has been telecasting messages of social relevance, developmental activities, ideas of national integration and the like. At present, Doordarshan is doing regular campaigns on family welfare, 20-point programme, campaign against drug abuse, immunisation, health and AIDS, youth participation in national reconstruction, status of women, prohibition, national integration and communal harmony, consumer protection, technology missions, untouchability, small savings, energy conservation, 15-point programme for welfare of minorities, new economic measures, public distribution system etc.

5.10.2. In cooperation with Ministries, Doordarshan jointly plans strategies for public service campaign in areas including adult literacy, child labour, income tax, fire prevention, petroleum conservation, environment, etc.

5.10.3. Doordarshan mounted special information campaigns in and on Assam, Jammu & Kashmir and Punjab in order to project the development activities in these areas and to foster the feeling of communal harmony and national integration.

Rural Programme

5.11.1. All Doordarshan Kendras regularly put out programmes in their general transmission for the benefit of rural audiences in their service areas. These programmes which occasionally included entertainment of rural taste covered various other aspects of development like family welfare schemes, community development, animal husbandry, functional literacy, etc. The main thrust, however, was on agriculture.

5.11.2. Each Doordarshan Kendra has a rural programme advisory committee. The committee has State Government officials of concerned departments, experts from agricultural universities and other disciplines and progressive farmers as its members. The committee advises the Kendra in finalising the quarterly schedule of rural programme besides other relevant matters.

Adult Education Programme

5.12.1. Programmes on adult education form an important ingredient of Doordarshan's transmission. Programmes are produced for special target audience like rural youth, women, industrial workers, etc. These programmes are basically non-formal in nature and have direct relevance to adult education. Programmes on achievements of total literacy in some areas were also telecast by Doordarshan. An adult education serial entitled 'Chauraha' was telecast in the afternoon transmission on 5 days a week and also on Delhi and LPTs in the evenings.

Social Awareness Programme

5.13. Apart from programmes for children, there was a major effort to generate awareness about proper upbringing and the sad plight of many of our children—the neglected and destitute, victimised and exploited, child labour, delinquents and drug

addicts, the handicapped, dropouts and the discriminated girl child. Problems of infant mortality, diseases and malnutrition were highlighted and instruction on child care, health and hygiene, nutrition, immunisation, child spacing and family planning and the other needs of infants and growing children were telecast at specified times.

Educational Programmes

5.14.1. Doordarshan continued telecasts under the Educational TV (ETV) service for primary school children in the selected three-district clusters of the six approved States, viz, Andhra Pradesh, Orissa, Maharashtra, Gujarat, Bihar and Uttar Pradesh. The programmes were prepared by the Central Institute of Educational Technology (CIET) and the State Institutes of Educational Technology (SIET) in the six INSAT States. The ETV programmes are of general enrichment in nature i.e. they are not school curriculum based. The duration of ETV programmes in each language is 45 minutes. They consist of separate programmes for primary school children of two age groups i.e. 4-8 years and 9-11 years. ETV programmes which are not syllabus oriented primarily cover all the topic and themes of common interest with varying information level. The thrust of these programmes is to emphasise direct teaching, moving away from curriculum oriented approach and aim at reduction of load in the class room. Programme of every Saturday in the week is allotted to the guidance/training of the primary school teachers.

5.14.2. School Television Programmes are syllabus oriented. They are prepared by Doordarshan kendras at Delhi, Bombay, Madras and Srinagar in consultation with the respective State/UT educational authorities. The number of these programmes per week per kendra varies from 2 to 5.

5.14.3. For university students Doordarshan continued to telecast the one-hour general enrichment programme on higher education (college sector) supplied by the UGC on its national network during 1300 to 1400 hours with a repeat telecast of these

programmes during 1600-1700 hours. Indira Gandhi National Open University's (IGNOU) assistance education programmes were telecast in the morning from 6.30 to 7.00 a.m. on Monday, Wednesday and Friday every week, on an experimental basis. The timing of telecast was changed from 6.25 to 6.55 a.m. from January 1993.

Youth Programmes

5.15. Doordarshan continued to telecast programmes for the youth in the form of discussion, interviews, debates, quiz, plays and sports and coverage of national/international sport activities. In these programmes, the health standard, educational standard, employment avenues for unemployed youth were also taken into consideration. Various programmes on drug abuse/prohibition were regularly telecast. Evil effects of drinking/consumption of drugs, etc. were highlighted regularly. 'Rozgar Samachar' was regularly telecast to give information about job opportunities in various departments. Discussions with regard to facilities of loan by banks to educated youth and for other employment avenues were also telecast.

Science Programmes

5.16. Various activities regarding development of science were covered by Kendras in their programmes. Programmes were mounted on eminent scientists, institutions and laboratories. The quiz programmes on science are very popular with young people. Several Kendras have science programme for children also. Kendras also produced programmes on science in regional languages. 'Turning Point'—Doordarshan—Times TV co-production, science magazine programme focussing on Indian science and technology was made a weekly programme from January 1993.

Feature Film and Film-based Programmes

5.17. The following telecast pattern of feature film and film-based programmes on National Network was adopted from January 1, 1993.

Feature Films

Sunday	i) Regional feature film	1.30 p.m.
	ii) Hindi feature film	5.30 p.m.
Monday	Telefilm	10.30 p.m.
Tuesday	Hindi feature film	2.10 p.m.
Wednesday	Award winning feature films/ old classics/English films	10.30 p.m.
Friday	Late night feature film	10.30 p.m.
Saturday	Hindi feature film	5.30 p.m.

Metro Hour

5.18. Doordarshan introduced from January 26, 1993 a one-hour entertainment chunk from 8.00 p.m. to 9.00 p.m. on the metro channels at Delhi, Bombay, Madras and Calcutta called the 'Metro Hour' for allotment of two half-an-hour slots to private parties for telecast of their programmes.

Sports

5.19.1. Doordarshan accorded high priority to sports. During the period January-December 1992 nearly sixty live telecasts of various sports including national and international events were arranged. Highlights of a large number of sports events were also shown in weekly national sports magazine entitled 'World of Sports' which is telecast every Sunday in the afternoon. Barcelona Olympics-1992 were extensively covered by Doordarshan. Approximately 110 hours of coverage—live as well as recordings of the games was provided. The live telecasts included the opening and closing ceremonies, semi-finals and finals of disciplines like football, volleyball, badminton and women's singles tennis. Besides games like gymnastics, athletics, rowing, cycling, equestrian, archery, and yachting were also shown live on Doordarshan for varying periods of time.

5.19.2. Doordarshan introduced from February 15, 1993 a one-hour chunk—'Sports Hour'—for sports programmes on the metro channels from 6.30 p.m. to 7.30 p.m. (Monday to Friday). In addition to this, a half-an-hour sports chunk (four times a week) was also started with effect from March 1, 1993 on the primary channel of all the regional kendras.

Marketing

5.20. The estimated earnings from international marketing for the current year would be approximately US dollars 2,50,000. During the year, programme exchange unit of Doordarshan is expected to earn Rs. 20 lakh by providing services to institutions and individuals by way of sale of programmes and technical charges for video copies, etc.

Co-Production

5.21.1. To strengthen programme exchange and cultural agreement with foreign organisations and Government, Doordarshan has undertaken ventures of co-production of films and programmes on mutually agreeable terms.

5.21.2. Doordarshan and CCTV China are co-producing films on 'Bodhidharma' and 'Xuan Zhuang'. 'Bodhidharma', a film on the great Indian thinker, philosopher, the first patriarch of 'Zen' and an Indian prince who embraced Buddhism is under production. A short film/feature titled 'The Lasting Link' was telecast on November 28, 1992 as a curtain raiser of the Chinese in India.

5.21.3. The following international co-productions were telecast during 1992.

1. Taj Mahal

Co-production with Transtel of Germany and Doordarshan India.

2. But I have promise to keep

A film on life of Pt. Jawaharlal Nehru by Mr. Kenneth Griffith of UK.

A Doordarshan India Production.

3. Bodhidharma

A documentary feature of 40 minutes duration titled 'The Lasting Link' a co-production between CCTV China and Doordarshan India.

(The larger version of two hours is to be produced in 1993).

Special Programmes

Golden Jubilee Celebrations of 'Quit India Movement'

5.22.1. On the occasion of Golden Jubilee Celebrations of 'Quit India Movement', live telecasts were provided of the Joint Session of Parliament on August 8, 1992 specially convened to celebrate the event and the special function held at Gavalia Tank in Bombay on August 9, 1992. Special programmes and films on 'Quit India Movement' were also telecast on national network and from all Doordarshan Kendras throughout the year.

Programmes on Dr. B.R. Ambedkar

5.22.2. In connection with the centenary celebrations of Dr. B.R. Ambedkar, a feature film entitled 'Balak Ambedkar' and a biographical serial on Dr. B.R. Ambedkar were telecast by Doordarshan during the year. In addition, special programmes like plays/feature/discussions/quiz/documentaries, etc. were also telecast from all Doordarshan Kendras during the year.

Programme on Shri Lal Bahadur Shastri

5.22.3. An eight-part serial on the life and achievements of Shri Lal Bahadur Shastri entitled 'Dharti Ke Lal' was telecast by Doordarshan at prime time on the national network during the year.

Programme advisory committees

5.23. Programme advisory committees consisting of experts drawn from various disciplines in the fields of dance, folk art and culture, women, science, humour, film, theatre, sports, literature, Scheduled Castes/Tribes, linguistic minorities (with reference to language of programmes of the Kendras) were set up at Doordarshan Kendras, Delhi, Calcutta, Bombay, Madras, Trivandrum, Srinagar, Jalandhar, Cuttack, Jaipur, Guwahati, Lucknow, Ahmedabad and Hyderabad.

Audience Research

5.24. During this year the following major studies were conducted by the Audience Research Unit of Doordarshan:

- a) Penetration and viewership of Cable and STAR Television;
- b) Utility of the News Magazine for the hearing impaired;
- c) Television viewing pattern in North-East region;
- d) Survey on Wimbeldon and Olympics.

Over one lakh letters received from viewers suggesting improvement in the programmes were also analysed by the Audience Research Unit.

Chapter VI

Films

Films Division

6.1.1. Films Division, with its headquarters at Bombay is the central film-medium organisation of the Government of India. During the last 44 years of its existence, the Division has been very much a part of the history and development of the Documentary Movement in India. It has been a nursery of talented film-makers, a commissioning authority for films of a variegated nature and a regular supplier of documentaries to cinema theatres. The Films Division has, in course of time, risen in stature to become one of the largest short-film producing establishments in the world. UNESCO ranked it amongst the foremost with the National Film Board of Canada, the Swedish Film Institute, the British Film Institute, the French Centre National De la Cinemagraphic and the nationalised Polish Film Industry.

6.1.2. The aims and objectives of the Films Division are to educate and motivate the people towards enlisting their active support and participation in the implementation of national programmes, project the image of the land and the heritage of the country to Indian and foreign audience and foster the growth of the Indian documentary film movement.

Production Wing

6.2.1. In addition to the headquarters in Bombay, three production centres of the Films Division are located at Delhi, Calcutta and Bangalore. The Division produces

through its own directors and producers nearly 60 percent of the films in the annual production schedule. The production wing consists of four major sections: (i) Documentary films; (ii) News Magazines; (iii) Short feature films specially designed for rural audience; and (iv) Animation films.

6.2.2. The documentaries range in theme and topic from agriculture to art and architecture, from industry to the international scene, from food to festivals, from health-care to housing, from science and technology to sports, from trade and commerce to transport, from tribal welfare to community development and co-operation. In short, it encompasses all spheres of human activity and endeavour.

6.2.3. Normally, the Films Division reserves about 40 percent of the production schedule for allotment to independent film-makers in various centres with a view to encouraging individual talent and, thus stabilise the documentary movement in the country.

6.2.4. In addition to its normal production programme, the Division provides assistance to all the Ministries and Departments of the Government including public sector organisations, in producing documentary films.

6.2.5. The Newsreel Wing of the Division embraces in its network the main cities and towns, including State and Union Territory

capitals. The coverages go into the making of the fortnightly news magazines and also in the compilation of archival material. The Commentary Section looks after the dubbing of films and News Magazines into 14 Indian languages from the basic version (English or Hindi), whenever required, films are also dubbed in foreign languages.

6.2.6. The Cartoon Film Unit in the Division prepares animation sequences for the Documentaries and News Magazines and is now equipped for production of puppet films. It has gained individual distinction through a steady output of animation films which have won outstanding recognition all over the world.

6.2.7. The Delhi unit of the Films Division has the responsibility of production of instructional and motivational films for the Ministry of Food and Agriculture, and for the Department of Family Welfare. This unit is equipped with an auditorium-cum-film library, a preview theatre, a sound recording theatre and a black and white film processing laboratory. As regards Agrifap Unit of the Films Division at New Delhi, the Committee of Secretaries has recommended its winding up in a phased manner over a period of three years.

6.2.8. The Defence Film Wing attends solely to the demands of production of defence training films.

Regional Centres

6.3.1. The Regional Centres of the Films Division in Calcutta and Bangalore produce rural-oriented featurettes in 16 mm of about an hour's duration. These films are evolved on a story-line to spread the message of national issues such as family welfare and communal harmony or to project and focus social evils as dowry, bonded labour, untouchability and the like.

6.3.2. These productions in Tamil, Telugu, Kannada, Malayalam, Bengali, Assamese, Oriya and several dialects of the North-Eastern Region and Southern Region, make use of local talent for script-writing and acting to

maintain the flavour of the language and region. Such productions have made their impact by gaining a closer identification of the rural masses with the projects and schemes designed to bring social and economic justice to the people, while, at the same time, improving the prospects of their future.

Distribution Wing

6.4.1. With the steady growth of theatres and touring cinemas, the Distribution Wing has also expanded to contain at present 10 branch offices at Bombay, Nagpur, Lucknow, Calcutta, Madras, Hyderabad, Vijayawada, Bangalore, Madurai and Thiruvananthapuram. The growth of exhibition outlets for the Films Division of the theatre circuit can be estimated by the rise in the number of cinema houses and touring cinemas from 3,348 in 1952 to 12,798 in 1992.

6.4.2. Under the Cinematograph Act, 1952, every cinema is granted licence on the condition that it exhibits in every film show an 'Approved Documentary/News Magazine Film' of a length not exceeding 609.60 metres. Thus, Films Division has been regularly releasing its documentaries and news magazines every week in all the cinema theatres in the country. The Division today releases 906 prints of its films (Documentary or News Magazine) in 15 languages every week. These films keep shifting from one theatre to the other after being exhibited for one week in each theatre till such time that all the 12,798 theatres in the country are covered. It is estimated that these films, through the theatres, reach an audience of approximately 9 to 10 crore every week. Out of this, the estimated audience in the border areas and such far-flung areas as the Union Territories of Andaman and Nicobar Islands and Lakshadweep is about 5 to 6 lakh every week.

6.4.3. As regards non-theatrical exhibition, the Division supplies prints of its films to the 16 mm mobile units of the Directorate of Field Publicity and the Departments of Central as well as State Governments. The number of people covered by these units is

estimated to be around four to five crore every week. The Video format is now opening up tremendous possibilities of reaching a very large section of willing audience.

6.4.4. In addition to the above channels, documentary films of the Division are now being shown on the national as well as regional networks of Doordarshan. During 1992-93, 19 films produced by Films Division were released to Doordarshan for telecast.

6.4.5. Educational institutions and many other social organisations all over the country borrow films of the Division from the libraries maintained in all the ten Distribution Branch Offices.

6.4.6. Video Cassettes of films produced by the Films Division are sold to Railways, Public Sector Undertakings, Central and State Government departments, Educational Institutions and private parties for non-commercial use. During April to November 1992, the Division sold for non-commercial use 2,283 VHS Cassettes of its films and earned a revenue of about Rs. 3.77 lakh.

6.4.7. The External Publicity Division of the Ministry of External Affairs selects Films Division's films and distributes their prints to the Indian Missions abroad. The National Film Development Corporation and Private Agencies also arrange for the international distribution of this Division's films. In addition, films produced by this Division are also commercially exploited on royalty basis for overseas video and TV networks.

Film Festivals

6.5.1. The Division organises the international Film Festival for the Documentaries, Animation and Short Films in Bombay every alternate year. For this, it establishes contacts with all the film-makers and organisations dedicated to, the production of documentaries, animation films and short films all over the world.

6.5.2. The Second Bombay International Film Festival for Documentary and Short Films held in February 1992 widened its canvas by

adding an independent competitive animation section, and substantially increasing the number and value of awards. In addition to the competitive and non-competitive sections, the Bombay festival also had an international market section, offering films on sale to interested buyers.

6.5.3. With a view to create better awareness about the educational and instructional films available with the Films Division and motivate better response for the utilisation of the available material, Films Division, in collaboration with the State Governments, has been organising Festivals of Documentary films at the State Capitals from time to time. Besides, participation at various international film festivals, the Division also entered its films at the festivals organised by the Governments of Andhra Pradesh, Maharashtra and Kerala. Besides, the Films Division has been participating in various international Film Festivals. During the year 1992, the Division participated in 21 Festivals, winning several awards.

6.6.1. During April-November 1992, Films Division produced/purchased 59 documentaries/short films/featurette films (173 reels). Of these, 40 films (104 reels) were produced departmentally; 14 films (60 reels) through independent producers and 5 films (9 reels) were purchased from outside producers. The Division also produced 16 News Magazines during this period. Six more are likely to be produced by March 1993.

6.6.2. The Division provided sustained Publicity and Communication Support through its documentaries and News Magazines for important national campaigns like communal harmony, national integration, eradication of untouchability, dowry, prohibition, family welfare programme and the status of women. The family welfare programme campaigns were intensified through production and release of a large number of films.

6.6.3. The Division successfully completed the production of a fifteen episode serial on the subject 'Journey Through the Universe'. This has been a challenging assignment, be-

cause it required special technique and model animation to achieve the desired result. A film on Adult Education highlighting the importance of literacy in day-to-day life of common man has been completed under the title "Akshar Gatha". The Division produces and releases films on India's struggle for independence. During April to November, 1992, the Division completed one documentary film "Role of Orissa in Freedom Struggle" and 3 films pertaining to the role of different States in the Freedom Movement are in various stages of production. Biographical Films on Dr. K.M. Munshi, Late Shri V.K. Krishna Menon and Oil Man of India—K.D. Malaviya have been completed and films on 41 such eminent personalities are under production.

6.6.4. Arising out of the emphasis on proper projection of Government's New Economic

Policy, Industrial Policy, Revamped Public Distribution System and other programmes to benefit the common man, Films Division has taken up production of special films. Out of 11 films, five films have been completed by the end of November, 1992. To focus in detail on the reasons for the recent hike in the prices of petroleum products, Films Division had taken up production of five quickies on Oil Conservation and Price Rise in petroleum products under series 'Our Duty'. Out of five quickies, two have already been released on theatrical circuits. The Division produced seven films in Hindi of which the film 'Jai Hind' was telecast by Doordarshan on the occasion of Hindi Day.

Awards and Recognition

6.7.1. During the period ending November 1992, the following National/International Awards were won by the Films Division:

National Awards

Name of the film	Awards
1. Anand Bhavan	Rajat Kamal and cash prize of Rs. 10,000 to the Producer and Director each.
2. Of Mines and Men	Rajat Kamal and cash prize of Rs. 10,000 to the Producer and Director each.
3. Last drop	Trophy and Cash prize of Rs. 2,500 to the Producer and Director each (Maharashtra Raja Marathi Film Festival)

International Awards

Name of the Film	Name of the Festival	Awards
1. Hill Agriculture—New Vistas	Agro film - 92 at Nitre Czechoslovakia	Priya of UN FAO
2. Biogas—A Blessing	4th International Festival of Films on Energy at Lausanne, Switzerland.	Prize of the Town of Lausanne which carries an award of SF 3000 (Rupees 60,000/- approx.)



The Prime Minister, Shri P.V. Narasimha Rao laying foundation stone of the Film and Television Institute of India, Calcutta, October 10, 1992. The Minister of State for I & B Mr. Ajit Kumar Panja, the Chief Minister of West Bengal Shri Jyoti Basu & Dy. Minister of I & B Dr. Girija Vyas are also seen



Veteran Film Producer, Shri G.P. Sippy lighting the lamp to Inaugurate IFFI'93 at Siri Fort, New Delhi, Jan. 10, 1993. Also seen in the picture are the Minister of State for I & B Shri Ajit Kumar Panja, Dy. Minister for I & B Dr. Girija Vyas and Shri R.K. Bhargava, Secretary I & B

6.7.2. The following films made by the Division were selected for screening at the Panorama section of the International Film Festival of India 1992:

1. Last Drop
2. News Magazine No. 219

Revenue

6.8. During April-November 1992, the Division released in theatrical circuits 30,433 prints of 18 documentaries, 16 News Magazines and 3 quickies of its own and 1,569 prints of 12 documentaries and 24 News Reels produced by different State Governments. The Division also sold 2,311 prints and 2,283 video cassettes of its films for non-commercial use in India and abroad. It earned a total revenue of Rs. 427 lakh from this activity. This includes Rs. 4.17 lakh from the sale of stock-shots. An additional Revenue of Rs. 300 lakh is expected till March 1993. A total of 1,005 prints and 249 VHS cassettes were supplied to the Directorate of Field Publicity for non-theatrical exhibition.

6.9. Staff Inspection Unit of the Ministry of Finance studied the staffing pattern of Headquarters Office of Films Division and its Distribution Branch Offices. It had recommended abolition/creation/upgradation and downgradation. Necessary proposals for creation/abolition/upgradation and downgradation of posts are under consideration of the Ministry.

Directorate of Film Festivals

6.10.1. The Directorate of Film Festivals was primarily set up by the Government of India under the Ministry of Information & Broadcasting in 1973, with the prime objective of promoting good cinema within the country and abroad. The activities of the Directorate of Film Festivals can be broadly delineated as follows: 1. Organisation of National Film Awards; 2. Selection of Indian Panorama Films; 3. Special film programmes on behalf of the Government from time to time; 4. Print collection and Documentation;

5. Cultural Exchange Programme in India and abroad; 6. Participation in International Film Festivals abroad and 7. Organisation of International Film Festival of India.

6.10.2. The activities and the policy formulation of this Directorate are guided by the Advisory Committee of this Directorate. The committee is constituted of individuals of national eminence, representing the film industry and allied arts.

National Film Awards

6.10.3. The 39th National Film Festival commenced its jury screening in March 1992. The Feature Film Jury was chaired by Shri Adoor Gopalakrishnan, the Non-Feature Jury by Shri Buddhadeb Dasgupta, and the Chairman for the Best Writing on Cinema was Shri Kamleshwar. About 114 feature films, 107 non-feature films, 15 books and 28 articles were entered for the Awards. The Best Feature Film Award was bagged by Late Satyajit Ray's "Agantuk" (Bengali) and the Best Non-Feature Film Award went to Shri Gautam Bora's "Sons of Abotani: the missings". For the award of 'Best Book on Cinema', "Athmanintayude Pookkal" (Malayalam) (Flowers of self-condemnation) by Dr. Aravindan Vallachira was selected. Shri Gautam Kaul was adjudged the best film critic of 1991. Dada Saheb Phalke Award was conferred upon Shri Bhalji Pendharkar of Maharashtra. The award giving function was followed by public screening of the various award-winning films.

6.10.4. A number of festivals of foreign films were organised by this Directorate in India under the Cultural Exchange Programme. The Fourth European Community Film Festival was held separately at Delhi and Calcutta with 14 feature films and 8 short films from ten countries. Festival of Swedish films by Director Jan Troell was held at New Delhi with six feature films and one short film. Directors Jan Troell and Mrs. Suzaune Bage attended the festival which was also held at Calcutta. These films were also screened at the Film and Television Institute of India at Pune. The Film Segment of Festival of India in

Germany held in September 1991 continued till March-April 1992. A Film Festival from Sweden had been organised at Bombay, New Delhi and Thiruvananthapuram where eight films were screened. A Holland Film Week was held at New Delhi and Thiruvananthapuram with seven feature and five short films. A French Film Week was held at Manipur and Bangalore with 11 films while a Japan Film Festival was held at New Delhi with five films. Besides, a Turkish Film Week was also held at New Delhi and Bombay with five films. A Film Festival of SAARC was held at six Indian cities.

6.10.5: The Directorate participated in more than 55 International Film Festivals including Asian Festival and festivals focussing Asian Cinema such as Fukuoka Int'l Film Festival—Focus on Asia '92, Japan; Fukuoka Asian Film Festival, Japan; Asian Pacific Film Show in Seoul, Rep. of Korea; Pyongyang Film Festival of Non-aligned and other developing countries, DPR Korea; Ishikawa Asian Film Festival, Japan; Singapore Int'l Film Festival; Hongkong Int'l Film Festival; Asian Summer Film Series, San Francisco; Festival of South Asian Documentaries and Short Film, Colombo '92, Sri Lanka; Tokyo Int'l Film Festival, Japan; and Changchun Film Festival, China.

6.10.6. The Directorate sent delegations to the following main International Film Festivals: Cannes Int'l Film Festival, France; Singapore Int'l Film Festival; Raj Kapoor Retrospective in China; Locarno Int'l Film Festival, Switzerland; Fukuoka Int'l Film Festival, Japan; Haifa Int'l Film Festival, Israel; and Isnikawa Asian Film Festival, Japan. M.T. Vasudevan Nair's KADAVU won the special Jury Award at the Singapore Int'l Film Festival. Akira Kurosawa Award was given to Shri Satyajit Ray at the 35th San Francisco Int'l Film Festival. Actress Shabana Azmi of the film LIBAAS won the best Actress Award and the film LOLAAB by Mohi-Ud-Din Mirza won the special Jury award at the 3rd Pyongyang Film Festival of Non-aligned and other Developing Countries, DPR Korea. At the 11th Tashkent Int'l Film Festival, Best

Actress Award has been given to Aparna Sen for her role in Mrinal Sen's MAHAPRITHIVI, Randhir Kapoor's HENNA has been given the Raj Kapoor Special Award, which has been instituted by the Festival from this year. A retrospective of Raj Kapoor's films was shown at this Festival. In Paris, Satyajit Ray's last film AGANTUK has broken all-time record by becoming the first Indian film to figure in the top 10 (box-office-wise) in its first week, and remained among the top 20 for over five weeks in five theatres. The film BHAVANTARANA by Kumar Shahani has won the SDR Documentary Film Prize of DM 10,000 at the Manneium International Film Festival 1992. Shri Subrata Mitra has been given Eastman Kodak Award of Excellence for Cinematography by the Hawaii Int'l Film Festival. Retrospective of Satyajit Ray's films were held at Isnikawa, Japan and Hawaii. A tribute to Satyajit Ray was paid by screening some of his films at Brisbane and San Francisco Int'l Film Festivals. A retrospective of Late Shri G. Aravindan was shown at Brazil and a retrospective of Shyam Benegal's films was held at Chicago. The film BHAGIRATHI KI PUKAR, directed by Anwar Jamal, was screened in the International Festival of Films on Energy at Lausanne, Switzerland, held in November 1992.

6.10.7. An Indian Film exposition was organised in USA in July-October 1992 where 14 films were sent. Indian Films Weeks were held in 1992 at Mongolia and Sri Lanka with six films each and Mozambique and Sweden and Bahrain with seven films each. Film weeks of Satyajit Ray were organised at Japan, Sri Lanka and Austria during this period. An Indian Film Exposition of Satyajit Ray films has also been organised in collaboration with Cinematheque France, where 13 of his films were sent.

International Film Festival

6.10.8. The 23rd International Film Festival of India IFFI '92 was held in Bangalore from January 10-20, '92. As in the previous years, this was also a non-competitive festival. The

following were the main sections of the Festival:

- (i) Cinema of the World (Main International Section)
- (ii) Foreign Retrospective
- (iii) Focus on the cinema of a country/region
- (iv) Indian Panorama '91
- (v) Indian Retrospective
- (vi) Mainstream Indian Cinema
- (vii) Retrospective of Kannada Cinema.

In all, approximately 170 films from about 35 countries (including India) were screened during the festival. About 2,500 delegates attended the Festival, of which about 50 to 60 were foreign delegates, including about 20 film-makers and artists and about 10 representatives of foreign missions in Bangalore. Nearly 500 film shows were held at various film theatres during the festival. Foreign retrospectives of Francisco Rossi (Italy), 40 years of "Cahiers Du Cinema" (France), "Women in Swedish Cinema" and films by Anne Wheeler (Canada) were also held. The Indian retrospective section featured five films each of Balraj Sahni, G. Aravindan and B.R. Panthulu, a prominent Kannada film personality. The Indian Cinema 1991 Book and IFFI '92 Brochure were published and Daily Festival Bulletins were brought out in English, Hindi and Kannada.

International Film Festival of India '93

6.10.9. The 24th IFFI '93 was held in New Delhi from January 10-20, 1993. It was a non-competitive festival in which nearly 40 countries and more than 150 films participated. Screenings were held in 10 theatres in Delhi, out of which 3 were reserved exclusively for Press and Delegates.

6.10.10. The festival consisted of the following sections: 1. Cinema of the World. 2. Focus on Vietnamese Cinema. 3. Retrospec-

tive of Vittorio De Sica (Director, Italy). 4. Retrospective of the Early Swedish Films of Ingrid Bergman (Actress, Sweden). 5. A Tribute to Argos' Films (Producer, France). 6. Indian Panorama '93. 7. Mainstream Indian Cinema and 8. Indian Retrospective Several Directors/Selectors, actors, actresses, etc. from India and abroad attended. About 450 film critics/journalists and about 100 cameramen were granted special accreditation for covering the festival. About 3,000 delegates were registered for the festival.

6.10.11. The Indian Panorama section of the International Film Festival was first introduced in 1978. Since then the selection of Indian films for this section has been an annual feature of this Directorate. This year 93 feature films participated from all over the country. Of these, 20 feature films were finally recommended by the Central Selection B Panel headed by Dr. T. Subbarami Reddy for inclusion in Indian Panorama in the Non-feature Film Category, 11 films were selected out of 57 films viewed in Delhi by a Selection Panel headed by Sh. K. Bikram Singh. This included the best non-feature film of the 39th National Film Festival 1992. These were also screened in the Panorama Section of IFFI 1993.

National Centre of Films for Children and Young People

6.11.1. The Children's Film Society, India, now called the National Centre of Films for Children and Young People (NCFYCYP) established in 1955, is under the administrative control of the Ministry of Information & Broadcasting. Functioning as an autonomous body, it aims at providing children with clean entertainment. The Centre produces 16mm and 35mm formats of feature, featurette and short animation films in all major Indian languages and also organises International Competitive Children's Film Festival once every two years in the country.

6.11.2. The Centre has its head office at Bombay and zonal offices at New Delhi and

Madras. Mrs. Jaya Bachchan is the present Chairperson of the Centre.

6.11.3. Till November 1992, the Centre completed two feature films, two TV serials of 20 and 8 episodes each while one feature film (Karamati Coat), one short film and a TV serial were in production. Besides, three feature films were serialised on Doordarshan. NCRFCYP's serials "Cartoon Show"; "Chamatkari Telephone" and "Potli Baba Ki" were telecast on Doordarshan as part of the National Network Programme. Presently a serial, "Jungle Book" is being telecast on Sunday mornings under the same programme.

6.11.4. The Centre participated in International Film Festivals held at Uruguay, Cairo, Rimouaski, Isfahan, Sanghai, Hawaii and Bellinzona (Switzerland). The film "Abhayam" won the Best Children's Film Awards at Razzi, Bellinzona and also at the 39th National Film Festival (NFF), while the short animation film "Ballu Shah" won the Bronze at Cairo International Film Festival and also the Best Animation Film award at the 39th NFF. A national level Children's Festival was organised by the Centre from November 14-21, 1992. The 8th International Children's Film Festival of India is to be held in November 1993 at Udaipur.

National Film Archive of India

6.12.1. The National Film Archive of India (NFAI) has the objective of preserving the country's film heritage, building up a representative collection of the best of world cinema and the dissemination of film culture in India.

6.12.2. The Archive has its headquarters at Pune and three regional offices at Bangalore, Calcutta and Thiruvananthapuram. The NFAI's present collection is 12,747 films, which covers one-fifth of the national film heritage. The Archive has more than 20,600 books on films of noted Indian and international publishers, in addition to film magazines and journals.

6.12.3. During the year, the equipment installed in FTII have been shifted to the new building and are now fully operational. These include viewing tables, projectors, RTI cleaning machine, FICA box etc. Full utilization of these equipment has contributed considerably to the NFAI's efficiency and effectiveness in this vital area. During the year (Jan. 92 - Dec '92) NFAI added 177 films to its collection. Out of this, 42 fresh films were acquired and 65 duplicate prints obtained. A detailed statement of recent acquisitions by NFAI is given below:

Item	As on 31.12.91	Jan-Dec 1992	As on 31.12.92
Films	12,570	177	12,747
Video Cassettes	696	179	875
Books	20,253	351	20,604
Periodicals	152	—	152
Bound volumes of Periodicals	—	388	388
Scripts	21,075	328	21,403
Pre-recorded Cassettes	—	106	106
Stills	94,821	2,593	97,414
Wall posters	5,984	151	6,135
Booklets	5,851	92	5,943
Audio Tapes (Aural History)	150	—	150
Press Clippings	1,18,273	12,000	1,30,273
Pamphlets/Folders	7,133	122	7,255
Slides	2,820	—	2,820
Microfische	42	—	42
Microfilms	1,957	—	1,957
Disc records	1,822	36	1,858

6.12.4. NFAI distributes notable films through its Distribution Library to various film clubs, film societies, film critics and to cultural organisations and educational institutions. At present, 100 members are registered with NFAI to avail the facilities for viewing of selected Indian and international films. It also organises joint screening programmes on weekly, fortnightly or monthly basis in seven important centres.

6.12.5. At the international level, NFAI supplied several significant films for screening programmes. The late Satyajit Ray's *Kanchanjunga* was sent for the Cinematheque Francaise Satyajit Ray retrospective. Adoor Gopalakrishnan's *Kodiyettam* was sent to the Munich Film Festival and the *Silent classic light of Asia* was sent for a film

festival and a Buddhist conference in Germany.

6.12.6. NFAI conducts long and short film appreciation courses every year. Accordingly, a five week course organised in Pune this year in collaboration with FTII had 65 participants from different disciplines and professions. Among the film-makers who presented their latest works and held discussions with the participants were Balu Mahendra, Kumar Shahani, Shyam Benegal, Govind Nihalni, Mani Kaul, Arun Kaul and Sudhir Mishra. A number of short term courses were also organised in several other centres.

6.12.7. Important research projects on Indian cinema completed during the period include (i) Images of Women in Indian cinema; (ii) Stereotypes in Malayalam cinema; (iii) Personality of dialogue in Hindi films; (iv) a monograph on Nimai Ghosh, pioneer of Bengali cinema; and (v) Oral history project on Vijay Bhat, eminent Hindi film-maker.

6.12.8. A report of Mr Jean-Michel Jeannot, head of Laboratory, French National Film Archive, who visited the Archive under the Indo-French CEP was received and some of the important recommendations have been implemented.

Film and Television Institute of India

6.13.1. The Film and TV Institute of India offers technical training in the art and craft of film-making to the general public and provides in-service training in television to officers and staff of Doordarshan. The Institute became a Society registered under the Registration of Societies Act, 1860, in October, 1974. The Society consists of eminent personalities connected with the Film, Television, Communication, Culture, Alumni of the Institute and Ex-officio Members.

6.13.2. The Institute consists of a Film Wing and a Television Wing. The Film Wing offers courses leading to a Diploma in Cinema with specialisation in (i) Direction (ii) Cinematography, (iii) Sound Recording and

Sound Engineering and (iv) Film Editing. The first three courses are of three years duration whereas the fourth course is of two years duration.

6.13.3. The TV Wing offers in-service training to all categories of staff in Doordarshan. Apart from the basic course, short-term courses are also conducted in specialised areas. The Institute conducts specialised courses and workshops in collaboration with Asia Pacific Institute for Broadcasting Development Kuala Lumpur, Malaysia. It is (AIBD) a Member of Centre International de Liaison de Ecoles de Cinema et de Television (CILECT). The faculty members and the students of the Institute regularly participate in CILECT Programmes. In the Film Wing itself, there were 100 students including 11 Foreigners undergoing the training.

6.13.4. The Institute regularly enters the films made by the Diploma Course students in various national and International film festivals. During the year, the Institute participated in the 39th National Film Festival, 4th International Students Film Festival at Tel Aviv, 2nd Film Festival of International Cinema Students, Japan, Earth Vision '92—Tokyo Global Environment Film Festival, Japan and 24th International Film Festival of India. The Film 'Punaravritti' made by a student, Shri Imo Sing, won the National Award for the best Short Fiction Film at the 39th National Film Festival.

6.13.5. The TV Wing of the Institute conducted the 37th in-service training course during the year. Also, a short duration course for Indian Information Service Probationers at the Indian Institute of Mass Communication, New Delhi was conducted by the TV Wing.

6.13.6. Keeping in view, the growing demand and the need for such a training institute in the eastern sector, the Government has decided to set up another Film and TV Institute at Calcutta. In the Eighth Five-Year Plan, a provision of Rs. 29.50 crore has been kept for this purpose. The Prime Minister laid the foundation stone for the

above institute on October 10, 1992 and implementation of the project has been taken up.

National Film Development Corporation

6.14.1. The National Film Development Corporation (NFDC) was established on April 11, 1980, with the amalgamation of the erstwhile Film Finance Corporation (FFC) with the Indian Motion Picture Export Corporation (IMPEC). The Corporation aims at bringing improvement in the quality of cinema in India and increasing its access. It undertakes several activities designed to achieve this purpose, and, as an adjunct, to promote the cause of a healthy film movement in the country. NFDC promotes the concept of the low-budget film. The low-budget, yet high quality film is one of the possible answers to the financial problems of film-making being faced today in our country.

6.14.2. The Corporation launched its programme of foreign co-productions with the highly successful film "Gandhi" directed by Sir Richard Attenborough, followed by 'Salam Bombay' by Mira Nair and 'Unni' another co-production. During the year, two foreign co-productions were completed 'Miss Beauty's Children' by Pamela Rooks, an Indo-Italian venture and Ketan Mehata's 'Maya Memsahab'. Although this was an Indo-British-French co-production, it has only been financed by NFDC and not co-produced. The Corporation also co-produced a 7-episode TV serial with M/s Technisonar, France.

6.14.3. Under an agreement signed between NFDC and Doordarshan, good feature films and tele-films are being produced jointly with the objective of telecasting them on national and regional networks. These films will also be exploited in other circuits, both commercial and non-commercial within India and abroad. Upto December, 1992, 21 films have been completed or are under production under this scheme.

6.14.4. NFDC undertakes production of films based on good scripts to be directed

by well-known directors. Under this scheme initiated in 1980-81, films completed during the year 1992-93 (upto December, 1992) are; TAHADER KATHA in Bengali by Buddhadeb Dasgupta; EK HOTA VIDUSHAK in Marathi by Dr. Jabbar Patel and DURGA produced by NFDC on behalf of the Ministry of Health and Family Welfare which won the National Award for the best feature film on family welfare. The Corporation has also taken up the production of a feature film as Bharat Ratna, Dr. Babasaheb Ambedkar on behalf of the Ministry of Welfare and the Maharashtra Government. NFDC produced film 'AGANTUK' by Satyajit Ray which won the National Award for Best Feature Film and Best Direction.

6.14.5. The Theatre Financing Scheme was formulated and put into execution by NFDC to ensure creation of additional seating capacity in the country and provide outlets for good cinema. Ninety-six theatres have already started functioning under the scheme as on December 31, 1992.

6.14.6. The Corporation presently imports about 35 to 45 films a year. Since its inception, it has imported around 500 films. There has been conscientious attempt to expose Indian audiences to a variety of films from different countries. Keeping in view the limited resources of the Corporation, greater stress is laid on import of good quality commercial family entertainers. Since April this year, the import of films has been decanalised.

6.14.7. The scheme to hold the Panorama Film Festivals at major centres of the country initiated in 1985-86 continues to be received very enthusiastically. Alongwith the Panorama Film Festivals, the Corporation also organises fairly sizeable number of retrospectives and other Mini Festivals etc, in collaboration with various Consulates and Directorate of Film Festivals.

6.14.8. National Film Circle activities continued during the year. Several important retrospectives were held. The Circle operated both at the Nehru Centre, Bombay and the Tata Theatre.

6.14.9. India exports Films to over 100 countries. The Corporation participates in various International Film Festivals and sends delegates to Film-markets to promote Indian cinema. It also plays host to a number of buyers from various countries. Direct export performance by NFDC is expected to be at the tune of Rs. 225 lakh during the year.

6.14.10. NFDC started marketing good quality legal video cassettes to the aspiring public through their distributors and over 250 titles were so far released on video. Keeping in view, the charter of the Corporation in the promotion of cine literacy and spread of good cinema in India, the Corporation has been marketing video cassettes of Indian and foreign film classics and award-winning films.

6.14.11. To fight video piracy, NFDC in collaboration with the Indian film industry, initiated the formation of an anti-piracy body, Indian Federation Against Copyright Theft (INFACT) which is registered as a company under the Companies Act.

6.14.12. NFDC Film Centre, Calcutta, provides production and post-production facilities consisting of 16mm Arriflex Cameras with zoom and high-speed lenses and Nagra 4.21 recorders for Synchronous Shooting. Recording and re-recording theatre is provided with the latest sophisticated Magnatech high-speed electronic studio system for 16mm and 35mm formats. For editing facilities, the Centre has got steen-back editing tables and Acmade Picsync equipment.

6.14.13. The Sub-titling Centre at Bombay is a full-fledged unit with all technical facilities available under one roof. So far, the unit has sub-titled more than 1000 films, thereby helping in conserving foreign exchange to the tune of over Rs. 400 lakh. The Centre has also taken up sub-titling for various agencies from Bangladesh, Sri Lanka and Iran, etc. In addition to the film sub-titling, the Centre also provides sub-titling on U-matic video cassettes. High quality electronic sub-titling is available now on low-band as well as high-band with this Unit.

6.14.14. NFDC's Video Centre in Madras, with the world renowned rank Cinte' Mark III and associated low-band and high-band U-matic VCRs, provides good quality film transfer facilities. A full-fledged sophisticated duplication set-up with 120 Slave VCRs brings out good quality video cassettes. The Centre provides facilities to film-makers for exploitation of their production abroad through the use of U-matic cassettes.

6.14.15. The Corporation brings out an analytical trade magazine called "Cinema in India" as part of its developmental activities.

6.14.16. National Film Development Council set up a trust for the welfare of the cine artists with an initial donation of Rs. 10,000/- with the settlement of a long pending dispute with Sir Richard Attenborough over the transfer of 5 percent profits from the film 'Gandhi' to the Cine Artists Welfare Fund of India. The fund has now started functioning. Schemes for welfare of cine artists and their families have been worked out and over two hundred beneficiaries are now getting financial assistance on monthly basis from the fund.

Central Board of Film Certification

6.15.1. For sanctioning films for public exhibition in India, the Government set up a Central Board of Film Certification under the Cinematographic Act, 1952. It consists of a Chairman and non-official members. The Board has its headquarters at Bombay and nine regional offices located at Bombay, Calcutta, Madras, Bangalore, Thiruvananthapuram, Hyderabad, New Delhi, Cuttack and Guwahati. The Regional Offices are assisted in the examination of films by Advisory Panels, which are constituted by eminent personalities from different walks of life. Shri Shakti Samanta is the Chairman of the Board. The number of Indian feature films certified during 1992 was 836. Out of these, 189 were Hindi films and 564 (67.46 per cent) were certified from the four southern regional offices, viz., Madras, Bangalore, Thiruvananthapuram and Hyderabad. Region-wise, language-wise details of 836

Indian Feature Films certified during the calendar year 1992 is at Appendix VI.

6.15.2. Of these 836 Indian feature films, 611 were granted 'U' certificate (unrestricted public exhibition) (73.09 per cent); 88 were granted 'UA' certificates (parental guidance for children below 12 years of age) (10.52 per cent) and 137 were granted 'A' certificates (exhibition restricted to adults only) (16.39 per cent). Among the 80 foreign feature films, 20 were granted 'U' certificates (25 per cent); 12 were granted 'UA' certificates (15 per cent) and 48 were granted 'A' certificates (60 per cent).

6.15.3. Indian feature films dealing with 'Social' theme accounted for 676 and films under the category of 'Crime' was 92. Foreign films in the above two categories were 35 and 7 respectively.

6.15.4. The Board certified 895 Indian short films. Out of them, 878 were given 'U' certificates, 6 'UA' and 11 'A' certificates. The Board granted 116 certificates to foreign short films. Out of them, 80 were given 'U' certificates, 11 'UA' and 25 'A' certificates.

6.15.5. Out of a total of 606 Indian video films certified in 1992, 26 were feature, 382 short and 198 were long films. Out of 643 foreign films, 3 were feature, 622 short and 18 long films. The Board classified 22 films as predominantly educational films during 1992.

6.15.6. The revenue of the Board is by way of collection of certification fee as per the scales provided in the Cinematography (Certification) Rules, 1983. The Board also

levies, projection charges in respect of screening of films done in the Regional Offices. The total income accrued to the Board during January to December 1992 is Rs. 20.26 lakh. The Central Board of Film Certification continued to collect an amount of Rs. 1,000 as 'Cess Fee' from each applicant of Indian feature films.

6.15.7. During the year, a total of 6 Indian feature films, and 4 foreign feature films were refused certificates as they were found to violate one or more of the statutory guidelines issued by Central Government under Section 5B(2) of the Cinematography Act, 1952. Some of them have been certified in their revised versions or on the orders of the Film Certification Appellate Tribunal. The total length of portions deleted from celluloid films, both Indian and foreign, for being violative of the guidelines came to about 16,607 metres. Of this length 15,273 metres were excised from Indian feature films, 1,187 metres from foreign feature films, 65 metres from Indian short films and 82 metres from foreign short films.

6.15.8. In pursuance of the decision taken by the Board earlier, workshops were arranged in various Regional Centres for the benefit of the members of the advisory panels and examining officers. In these workshops, inter alia, screening of objectionable portions deleted from certified films were arranged and reactions of the members elicited; at some of these workshops the text of cuts made in films by other Regional Centres were discussed; difficulties experienced by the members as well as by the office were considered.

Chapter VII

Press Information Bureau

7.1.1. Press Information Bureau is the nodal agency for disseminating information on Government policies and programmes, and their achievements. The Bureau from its headquarters and through its network of 37 regional/branch offices, disseminates information to media—print, audio, visual and electronic (Appendix-VII). It acts as an interface between the Government and the media.

7.1.2. The information personnel of PIB, attached to Ministries/Departments, perform these multifarious functions. Their important functions are dissemination of information to the media and providing feedback to their assigned Ministries on media coverage and public reactions as reflected in the media.

7.1.3. During the period under report, 31,945 releases in various languages were issued to the media from PIB headquarters and its regional and branch offices. In order to facilitate access to media persons to information from the Government sources, the Bureau provides accreditation facilities to these media persons on the recommendations of the Central Press Accreditation Committee. A total of 1,269 journalists, cameramen and technicians are accredited with PIB.

Highlights of the Year

7.2.1. PIB kept pace with the bold measures taken by the Government in all spheres in so far as giving publicity was con-

cerned. During the year, the Bureau focussed efforts to highlight the measures taken by the Government to stave off the unprecedented economic crisis and bold and far-reaching economic reforms. Multi-media publicity was arranged for the major reforms in trade policy, new export-import policy for 1992-97, scheme of 100 per cent export-oriented units, etc. Due publicity was given to changes being contemplated in various labour legislations, measures taken to accelerate pace of industrial development, fertilizer price decontrol and revamping of public distribution system.

7.2.2. A three-day Economic Editors' Conference was organised where over 80 senior editors were briefed on the new economic measures taken by the Government in the economic ministries.

7.2.3. PIB continued to make available editorial matters for a fortnightly publication 'India Up-date'. This is devoted exclusively to disseminate information about the economic opportunities becoming available following the new economic policies. Major decisions taken by the Government were compiled and made available to all media.

7.2.4. In order to make the Government policies more clear to the general public at large, interviews with the Ministers and senior officials in the concerned Ministries by media representatives were organised. Besides arranging 924 Press conferences for

Ministers and senior officials of the Ministries and Departments, PIB set up a media centre for the International Film Festival of India at New Delhi held in January 1993.

7.2.5. This year the Bureau took special publicity measures to deal with the situation caused by Ayodhya issue. The Bureau's endeavour aimed at publicising the efforts made to resolve the issue and providing prompt feedback through constant monitoring. The feedback on day-to-day developments and public reaction as reflected in the regional Press was provided. Over 100 Special Digests were prepared and the media was briefed daily. Other coverages by the Bureau included Punjab & Kashmir, Jharkhand talks, National Integration Council deliberations on Ayodhya, Bodo talks, Chief Ministers' Conference on Terrorism and setting up of Human Rights Commission. The Bureau has come out with new formats for delivery of its material to make it more attractive and acceptable to the media. For example, release of computer graphics/pictographs to illustrate the statistics and thereby making them more interesting.

7.2.6. Wide publicity was organised for highlighting the role played by India at the United Nations Conference on Environment and Development (UNCED) leading to the Earth Summit at Rio de Janeiro, Brazil.

7.2.7. Special emphasis was given by the Bureau on issuing clarifications and rebuttals

to remove wrong impressions and keeping a check on follow-up stories as a fallout of incorrect information.

Feedback and Special Service

7.3.1. Over 1,100 special features were released in various languages from headquarters and its regional and branch offices in the formats of features, illustrated features, photo features, 'Do You Know', 'Fact Sheets', 'Facts at a Glance', 'Glossary', 'Trends at a Glance', and graphics on development stories, highlights of Government programmes, premier research institutes, Golden Jubilee of Quit India Movement and other important subjects, besides Independence Day and Republic Day features.

7.3.2. Feedback cell of the Bureau prepared a daily digest of news and views and also issued 750 special digests on developments in Punjab, Kashmir, Assam and Ayodhya. In addition, special digests on Union Budget, Railway Budget and economic aspects were issued. Over six lakh clippings (both in Hindi and English) were supplied to the Ministries/Departments.

Photo Service

7.4. The Bureau released 2,33,908 prints of 851 news photos to newspapers and other publications. 2,098 photos were added to the albums in the Photo Library and 1,971 ebonoid blocks were supplied to small and medium newspapers.

Chapter VIII

Registrar of Newspapers for India

8.1.1. The Registrar of Newspapers for India (RNI) is an attached office of the Ministry of Information & Broadcasting. It verifies and regulates the availability of titles of newspapers, registers them, verifies circulation and brings out an Annual Report, *Press in India*. As a part of its non-statutory functions, the office allocates newsprint to newspapers/periodicals as per Government's policy and certifies essentiality for the import of printing machinery and allied equipment required by newspapers.

8.1.2. During April-December 1992, RNI disposed of 11,401 applications for titles of proposed newspapers/periodicals. The existing computer system introduced for title clearance is being upgraded for speedier clearance of titles and it will also be linked up with the three regional offices at Bombay, Calcutta and Madras. The entire scheme is expected to be completed during the Eighth Plan period as a Plan Scheme.

8.1.3. During the same period, 1,460 newspapers were issued certificates of Registration. The year is expected to end with a total of 2,000 registrations.

8.1.4. The RNI verified the circulation claims of 1,482 newspapers upto November 1992 as against the circulation claims of 1,111 newspapers during 1991-92. Another 400 circulation claims are expected to be verified by the year-end.

8.1.5. The Annual Report of RNI titled, *Press in India-1991* based on the information received from newspapers/periodicals for the calendar year 1991 is likely to come out very shortly.

According to the 1992 Report, the total number of news interest newspapers/periodicals increased to 30,214 during 1991 from 28,491 in 1990.

Newsprint

8.2.1. Following the notification of Import Policy and Decanalisation of newsprint for the year 1992-93, guidelines were notified on May 5, 1992 to issue 'Entitlement Certificates' to the newspapers. According to the Import Policy and guidelines, newspapers are allowed to import newsprint either direct or through handling agents authorised by them. The newspapers having more than 200 MTs of annual entitlement of standard newsprint, are being allowed to import any quantity provided that they should import one tonne against the purchase of two tonnes of newsprint from the indigenous scheduled newsprint mills. However, the newspapers with less than 200 MTs of annual entitlement of standard newsprint and the periodicals entitled to use glazed newsprint are allowed to import specific quantities as determined by RNI. Newsprint is now allowed to be imported without any duty/levy.

8.2.2. Till November 1992, 'Entitlement Certificates' were issued to 371 newspapers/periodicals with annual entitle-

ment of more than 200 MTs of standard newsprint. A quantity of over 1.03 lakh MTs imported standard newsprint and 53,857 MTs of glazed newsprint were allocated to 1,715 newspapers and periodicals and 272 new applicants were allotted 27,407 MTs of indigenous newsprint upto November 1992.

Printing Machinery

8.3. Printing machinery and allied equipment worth Rs. 4.99 crore were recommended for import by the newspaper establishments during April-October 1992.

Chapter IX

Publications Division

9.1. The Publications Division is the leading publishing organisation of the Government. Set up in 1941 as a branch of the Bureau of Public Information, it acquired its present name and separate identity in 1944. During the last four-and-a-half decades of Independence, the Division assumed an important role in the field of production, sales and distribution of books and journals on matters of national importance. The Division aims at disseminating information in various spheres of national activity and also provides healthy literature at reasonable price to the readers all over the country. To achieve this object, it brings out books and journals in English, Hindi and major Indian languages on nation's art and culture, history and biographies of eminent personalities.

Books

9.2.1. The Publications Division brings out books under the series like "Builders of Modern India", "States of the Union", "Cultural Leaders of India", "Books for Millions", "Classics of Indian History", "Bharat Ke Gaurav", "Bharat Ke Amar Charitra", "Indian Wisdom", "Bharatiya Manisha", "Our Tribals", "Our Saints", "Hamare Sant", "Quotable Quotes of Great Men and Women", and "Bharat Ki Mahan Narian", etc. It has also earned the distinction of publishing volumes of speeches and writings of Presidents and Prime Ministers of the country.

9.2.2. Under the 'Builders of Modern India' series, the Division brought out biographies

of Acharya Vinoba Bhave, Keshub Chunder Sen, V.O. Chidambaram Pillai, Annie Besant and others.

9.2.3. Titles 'Rajasthan Ke Nari Ratna' and 'Hadi Rani' were brought out this year under the series, 'Bharat Ki Mahan Narian'.

Children's Literature

9.3. As children constitute an impressionable age-group, it was the special endeavour of the Division to bring out healthy literature for them. It brought out collection of historical and mythological stories of India, folk-tales of various regions of India and folk-tales of the world. Under this category, 5 original titles in Punjabi, 2 in Urdu, 2 in Tamil and 1 in Telugu were brought out by the Division.

Collected works of Mahatma Gandhi

9.4. The Publications Division has brought out 90 volumes in English and 83 volumes in Hindi under the Collected Works of Mahatma Gandhi. Three supplementary volumes in English have also been brought out. Volumes on index of persons and index of subjects are being brought out. Work on the supplementary volume IV in English and Volume 84 in Hindi is in progress.

Journals

9.5.1. The Publications Division brings out a large number of journals in English, Hindi and other Indian languages. This mainly aims at

providing information on various developments taking place in the country. *Yojana*, a journal of the Division devoted to Planning and development, is published in ten regional languages in addition to English and Hindi. This journal is brought out fortnightly in English, Hindi, Tamil and Telugu. It is published on monthly basis in Malayalam, Punjabi, Assamese, Bengali, Gujarati, Marathi, Kannada and Urdu. A special issue on the Eighth Plan was brought out on the eve of Independence Day. Besides, a special issue each was brought out on the Independence Day and the Republic Day. This year, to mark the 50th anniversary of 'Quit India Movement', special articles were published in various issues of this journal. The articles focussed on economic themes like the 'Budget', 'Economic Reforms', 'Economic Survey', 'Import and Export Policy', 'Revamped Public Distribution System', 'Environment and Ecology', etc. Articles on literacy and education, employment generation, uplift of Scheduled Castes and Scheduled Tribes, women and social welfare were also carried in its different issues.

9.5.2. *Bal Bharati* is a monthly magazine for children and carries interesting and useful articles for them. This year, the magazine carried articles on topical issues like Quit India Movement, 500 years of discovery of American continent, President Dr. Shankar Dayal Sharma, Bharat Ratna J.R.D. Tata, etc.

9.5.3. *Ajkal* is a literary monthly magazine published in Hindi and Urdu. It carries articles relating to activities in the field of literature, culture and art. This year, a special issue of *Ajkal* (Hindi) carried articles based on selected poems of 150 poets which appeared in its different issues since 1945. *Ajkal* (Urdu) carried special articles on Satyajit Ray, renowned film Director and Firaq Gorakhpuri, eminent Urdu poet and Jnanpeeth Award winner. A special issue was also brought out to mark the golden jubilee of the 'Quit India Movement'.

9.5.4. The Division brings out *Kurukshetra*, a monthly journal on behalf of the Depart-

ment of Rural Development. The annual issue of this journal focussed on "Rural Sanitation—Problems and Prospects".

Employment News

9.6. The Employment News unit of the Publications Division brings out on weekly basis "Employment News" in English and "Rozgar Samachar" in Hindi and Urdu. This journal carries information on the job vacancies in Central/State Government sectors. Besides, it carries guidance material to meet the needs and requirements of the candidates preparing for various competitive examinations and interviews. During the last few years, The Journal has made remarkable progress in circulation. The total circulation of the Journal is 4,37,000 copies as on March, 1993.

Exhibitions

9.7. During the year, the Division participated in nearly 40 book exhibitions/fairs in New Delhi and other important cities in different States. The significant achievement during the year was launching of Mobile Book Exhibition for the rural areas of Delhi, U.P. and Haryana.

Marketing

9.8. The Division carries out marketing of its books through its own sales outlets which are located at New Delhi, Bombay, Calcutta, Madras, Patna, Lucknow, Trivandrum and Hyderabad and through agents. It also sells books of Government and semi-Government organisations through its sales outlets. During the year, efforts were made to enlist the support of the State Governments and autonomous bodies for the bulk purchase of Division's publications, especially under "Operation Black Board Scheme".

Revenue

9.9. The Publications Division earned a total revenue of Rs. 270.00 lakh through sale of books and journals during the period from April 1992 to March 31, 1993 and revenue earned through advertisements in different journals/magazines for the same period has been to the tune of Rs. 4.5 lakh. The revenue

earned through *Employment News* amounted to Rs. 935.00 lakh during the same period.

Bharatendu Harishchandra Awards

9.10. The Bharatendu Harishchandra Awards for 1991 were presented on December 28, 1992 for original writings in Hindi on Mass Communication. The first prize of

Rs. 25,000 was awarded to Shri Radhanath Chaturvedi for his manuscript "Prasaran Ke Liye Samachar Lekhan". The second prize of Rs. 15,000 went to Shri Premnath Chaturvedi for his book "Samachar Sampadan" and the third prize of Rs. 10,000 to Shri Pavan Chaudhari Manmauji for his manuscript "Vidhi Patrakarita: Chinta Aur Chunauti". Five merit prizes of Rs. 5,000 each were also awarded.

Chapter X

Directorate of Field Publicity

10.1.1. The Directorate of Field Publicity (DFP), by virtue of being a field oriented organisation, has been playing a pivotal role since its inception in the task of national development with active involvement of people belonging to every stratum of the society. This is sought to be done by securing their participation in developmental schemes and activities formulated by the Government for the benefit of various sections of society, particularly the weak and down-trodden, and by bringing about a change in their attitudes.

10.1.2. Equipped with men and material suitable for the job, which are taken to the door-steps of the people, the units of the Directorate endeavour to expose them to the diverse socio-economic and cultural milieu of our country and inspire them to move ahead unitedly as the citizens of the largest democracy in the world for bettering the lot of the people of India. For this, they use a variety of programmes which include films, live performances by song and drama parties, oral communication and special programmes such as group discussions, public meetings, seminars, symposia and competitions of various categories. The films are specially selected to suit the requirements of publicity in relation to the regional conditions. The organisation also seeks to gather people's reactions to the programmes and policies of the Government and their implementation down to the village level and to report back for appropriate action and corrective measures by the

Government. The Directorate thus works as a two-way channel of communication between the Government and the people.

Organisation

10.2. The Directorate of Field Publicity now comprises the Directorate's headquarters at New Delhi, 22 Regional Offices and 257 units (including 72 Border and 30 Family Welfare units) in various parts of the country. There are 8 to 18 units in a Region. Some of the larger States have been divided into two Regions while the smaller States and Union Territories have been clubbed together to form one Region. A list of the Regional and Field Publicity Units is given at appendix VIII.

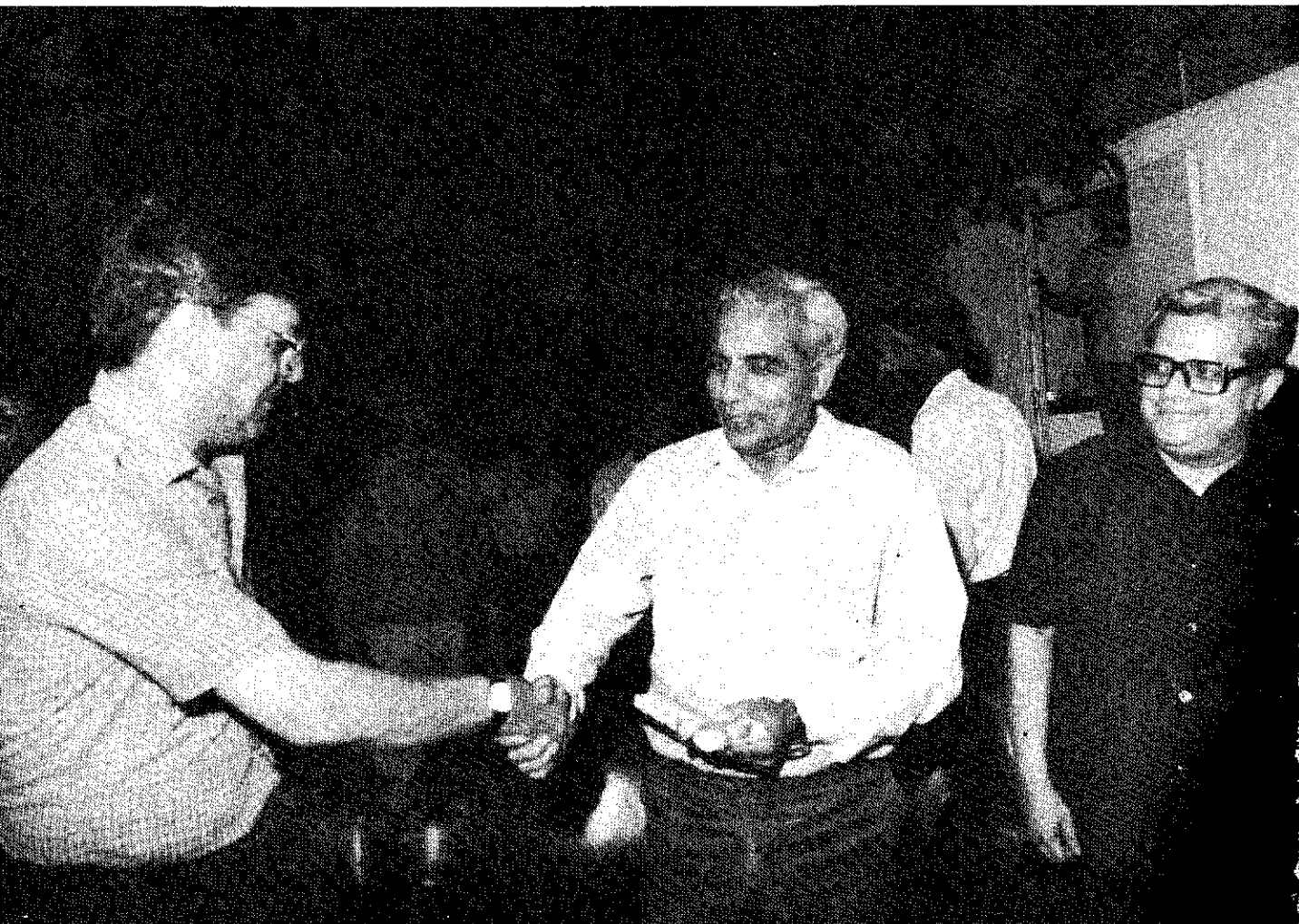
Activities

10.3.1. Each field unit is a self-contained multi-faceted publicity set-up equipped with a vehicle, cine equipment, public address system, tape recorder, transistor and a generator for use in the area where there is no electricity. As part of the modernisation scheme some units have been provided with Mobile Video Projection Systems. The units remain out on tour for 12 to 15 days in a month, in their respective areas and coordinate with the Central and State Government organisations and voluntary associations while carrying out publicity activities in the field.

10.3.2. The field units highlighted the important national themes like national integration and communal harmony, commitment



Video Van of the Directorate of Field Publicity



Shri Ashok Chandra, Secretary I & B handing over Video Van to Dte. of Field Publicity

to democracy, secularism, eradication of social evils such as drug abuse, alcoholism, dowry, child marriage and health and family welfare through organising film shows, song and drama programmes, oral communication programmes, special competitions and contests, etc. The thrust, however, remained mainly on the theme of national integration and communal harmony in view of the situation prevailing in various parts of the country.

10.3.3. During April to September 1992, the units of the DFP organised 27,571 film shows, 3,944 song and drama performances, 18,448 photo exhibitions and 29,186 oral communication programmes catering to an audience of about 2.5 crore people belonging to all walks of life.

10.3.4. Gandhi Jayanti, Birth Centenary of Dr. Ambedkar, Birth Anniversaries of Pt. Jawahar Lal Nehru, Smt. Indira Gandhi, Lal Bahadur Shastri and Dr. S. Radhakrishnan, etc. were some of the occasions utilised by the units to propagate the theme of national integration and communal harmony, secularism, democracy, freedom struggle, etc. The World Health Day, World Population Day, World Nutrition Day, SAARC Decade of the Girl Child, Immunization Day, International Literacy Day, etc. were some of the occasions used by the units to propagate the national themes and programmes.

Action Plan

10.4. To lay considerable emphasis on improvement in administration by making it more result-oriented and responsive, the Directorate followed general rules and orders as issued by the Government to review the present working and simplify the procedures. Concerted efforts in the form of multimedia publicity campaigns were made in all parts of the country by the DFP units to publicise themes decided by the Central Group on Communication Strategies viz. commitment to democracy, secularism, unity and integrity of the country, nation's major achievements, progress under the 20-point economic programme and 15-point programme, for minorities, improvement in

agriculture, rural development, health and family welfare and other important national themes. The field units were also geared up to publicise positive aspects of the Union Budget and the new economic measures.

Publicity on 20-Point Economic Programme

10.5. Publicity for the 20-point programme aimed at ameliorating the living conditions of the people, especially the weaker sections of society, was carried out by the DFP units through various channels of communication in a variety of programmes. The programmes were organised in such a manner so as to reach the target audience with the message relevant to them and to their area. The units continued to concentrate on the positive aspects of the Union Budget and budgetary benefits to the poor, small and marginal farmers and labourers. Efforts to bring down the prices were highlighted through group discussions and oral communications. The Jawahar Rozgar Yojana, IRDP and NREP were also covered during the programmes.

National Integration

10.6.1. National Integration remained one of the major themes which was publicised by the DFP units throughout the country through various audio-visual means. Publicity programmes were arranged in sensitive and identified areas. The 'Quami Ekta Week' was observed all over the country during November 19-25, 1992. Various programmes ranging from film shows to song and drama programmes, debates, elocution contests and seminars were arranged and patriotic song competitions held to highlight the theme. The units arranged special field programmes to publicise the country's commitment to secularism. The *Sadbhavana Diwas* on August 20, was also celebrated with a number of field programmes in the regions. A special publicity campaign was also launched throughout the country in connection with the 'Golden Jubilee Celebrations of Quit India Movement'.

10.6.2. In the State of Jammu and Kashmir, a multi-media publicity campaign was launched in Surankot and Poonch Blocks of District Poonch during October 1992 to highlight the theme of national integration and communal harmony. An intensive campaign was launched during June 1992 in Coochbehar district of West Bengal to familiarise the people with the rationale behind the leasing out of 'Tin Bigha' to Bangladesh. Three Field Publicity Units of DFP's North Bengal Region viz. Coochbehar, Jalpaiguri and Siliguri used the medium of inter-personal communication to highlight the theme apart from several film shows on national integration and communal harmony, photo exhibitions, group discussions, distribution of publicity material etc. Besides, 45 song and drama programmes were organised in the areas as part of the campaign. Several public opinion leaders in the area were involved in the campaign.

Welfare of Minorities

10.7. The DFP units organised various programmes to disseminate information regarding the Prime Minister's 15-point programme, specially focussed on the welfare of the minorities. Problems relating to the welfare of minorities and institutional finances and loan facilities were discussed at length during the group discussions. The units projected the Government's sincerity in ameliorating the lot of minority communities. The steps taken by various State Governments to provide social justice and opportunities were also highlighted in the field programmes.

Education

10.8.1. The DFP units carried out publicity on the theme, 'the New Education Policy' through various audio-visual means. During these programmes, it was highlighted that education was the backbone of social change and development. The field units visited the interior and remote villages and organised programmes to motivate the illiterates and neo-literates to take to literacy.

10.8.2. In Andhra Pradesh, an intensive multi-media publicity campaign on literacy

was launched in Karimnagar district during August 1992 by involving Warangal, Nizamabad, Medak, Nalgonda and Hyderabad units. In UP (NW), the Moradabad unit organised two seminars one on 'Literacy and National Development' and another on 'Education and Society', both in different villages of the said district. In Gujarat, the Baroda unit organised a seminar on 'Literacy and Development' at Nadiad and in Karnataka, the Bijapur, Belgaum, Dharwad and Gulbarga units participated in the multi-media publicity campaign on literacy which was launched by the Bijapur unit in August 1992.

Eradication of Untouchability

10.9. To educate the masses about social evils in the practice of untouchability, the DFP units screened extensively films like 'An Ancient Curse', 'Paropkar', etc. The theme was also publicised through oral communications and group discussions held by the units. All units took note of the Birth Centenary Celebrations of Bharat Ratna Dr. B.R. Ambedkar and referred to his services for the cause of the down-trodden. The Gandhi Jayanti, Anti-untouchability Week and Independence Day were the other occasions made use of by the units to propagate the theme amongst the SC/ST population in the rural areas.

Health and Family Welfare

10.10. The Directorate continued intensive publicity on the theme through film shows, photo exhibitions, song and drama programmes, oral communications and healthy baby shows, mothers' meet and question-answer sessions. Door-to-door contacts were made in co-ordination with the medical and health authorities, primary health centres, youth clubs and other voluntary organisations. Essays and elocution contests, painting competitions and seminars were also organised by various field units. For prevention of diarrhoea, cholera and malaria, awareness campaigns were launched in the respective regions. The World Health Day in April and World Population Week in July were observed by all the

units with intensive coverage of the identified areas. In order to provide orientation to the Field Publicity Officers, a four-day Workshop on Health and Family Welfare and Universal Primary Education was organised at Hyderabad during November 17-20, 1992.

Other Themes

10.11. Socio-economic themes like status of women, eradication of untouchability, prohibition, drug-abuse and role of public sector formed part of the DFP's publicity package. In Andhra Pradesh, during the AICC plenary session at Tirupati, the region conducted a major multi-media publicity campaign from April 12-18, highlighting various socio-economic and welfare schemes including Revamped Public Distribution System, New Economic Policy and 20-Point Programme.

Economic Measures

10.12. As part of the national effort to secure maximum publicity for the new economic measures and for highlighting the positive aspects of the Union Budget, the units of the Directorate were geared up and organised mass contact campaigns to motivate different cross-sections of the population through various publicity programmes. The need for conservation of fuel and austerity in expenditure etc. were also highlighted through film shows and oral communications. Besides, subjects such as self-sufficiency in foodgrains, new trade and industrial policy, consumer protection and many other points were discussed in group discussions throughout the period. Films such as 'Conservation of Petroleum', 'Drop that Counts', etc. were shown in rural as well as urban areas.

Coverage of Fairs and Festivals

10.13. Coverage of fairs and festivals has been a regular feature of the DFP units to take advantage of the crowd points for propagating national themes. On the eve of *Krishna Pushkaram*, a major festival of Andhra Pradesh which occurs once in twelve years, the field units arranged

publicity programmes. In West Bengal, the field units covered the famous *Rash Mela* in Coochbehar from November 9-21, 1992. Programmes related to the themes on national integration and family welfare were organised during the Mela. Other important fairs covered by the field units include *Ardh Kumbh Mela* at Haridwar, *Ambubasi Mela* at Kamakhya Temple, Guwahati and *Simhasht Mela* at Ujjain.

Conducted Tours

10.14. To promote national integration and create a sense of oneness among the people, conducted tours of opinion leaders are organised. Every year people of one Region (including persons from the border, tribal and backward areas comprising folk artists, teachers, students and youth, opinion leaders and progressive farmers), are taken to other parts of the country to enable them to see for themselves the developments taking place in various fields.

Talking Points

10.15. With a view to provide proper orientation to the field officers on various themes, 'Talking Points' are prepared at the headquarters and sent to the field units. The 'Talking Points' so issued keep the field staff posted with latest developments on the national scene with particular reference to the publicity themes regularly handled by them. During this year, talking points on New Economic measures, Population control strategies Rural Sanitation Programme, Serious Implications of the Illegal Migration of Bangladeshi Nationals, Oil Price Hike and Government's decision on JPC Recommendations relating to Fertilizers, etc. were issued.

Inspection and Evaluation

10.16. For monitoring, analysing and assessing the activities of the Field Publicity Units, there is an Inspection and Evaluation Cell at the DFP headquarters. A team of officers of the Cell visits Regional Offices and Field Publicity Units from time to time to assess their functioning and give on-the-spot guidance. A 'Year Book' containing com-

parative study of the activities of the regions/units is also issued by this Cell.

Feed-back

10.17. The Directorate of Field Publicity is a two-way channel of communication. On

one hand, it disseminates information with regard to the policies and programmes of the Government while on the other it collects spontaneous reactions of the people and sends the same to the concerned quarters for such remedial measures as may be deemed appropriate.

Chapter XI

Directorate of Advertising and Visual Publicity

11.1.1. The Directorate of Advertising and Visual Publicity is a multi-media central agency to inform the people about Government's policies and programmes and motivate them to participate. The media used by DAVP are press advertisements, exhibitions, booklets, folders, posters, TV and Radio spots, quickies, bus-panels, hoardings, kiosks etc. The messages highlighted by DAVP concern themes like health & family welfare, girl child, immunization, women & child development, national integration & communal harmony, defence, new economic policy, environment, literacy, employment, elections, AIDS, drug abuse & prohibition, customs & central excise, income-tax, rural development and energy conservation.

11.1.2. Apart from the main set-up at the Headquarters consisting of several wings like Advertising, Outdoor Publicity, Printed Publicity, Exhibitions, E.D.P. Centre, Mass-Mailing, Audio and Visual Cell, Studio, Copy wing, Campaign wing etc, DAVP has a network of offices spread all over the country. It has two regional offices at Bangalore and Guwahati to coordinate regional activities and two Regional Distribution Centres at Calcutta and Madras for speedy distribution of publicity material, produced in Hindi, English and regional languages. The Directorate has an Exhibition Kit Production Centre at Guwahati and 35 Field Exhibition Units, which include seven mobile vans. The Regional Exhibition Workshop at Madras assists the Exhibition Division at Headquarters in

designing, fabricating and display of exhibits.

Printed Publicity

11.2.1. Printed Publicity material brought out by DAVP till January 1993, included booklets, folders and posters on 'A New Food Security System for the Poor', 'Tin Bigha Facts', 'Quit India Movement', 'Indian Panorama 1993', 'Income Tax', 'Eighth Five-Year Plan', 'International Film Festival of India, 93', 'Akashvani Sangeet Sammelan', 'Indian Air Force', 'Kisan's Welfare-Country's Welfare', 'New Fertilizer Pricing Policy', 'Pricing of Petroleum', 'Craft Museum', 'International Decade for Natural Disaster Reduction', 'Times of Challenge-Times of Change' 'Schemes for Rural Poor', 'Green Leafy Vegetables', 'Republic-Day Folk Dance Festival and Craft Fair', 'New Export and Import Policy', 'Consume Seasonal Fruits and Vegetables', 'New Industrial Policy', 'Instant Infant Food', 'Drug Abuse' and 'Health & Family Welfare'. Folders were printed for the Film Festivals of Holland, Hungary, Egypt, Japan, Portugal and Italy, held in New Delhi. The calendar and diary-1993 were also printed.

11.2.2. Under the Prime Minister Speaks Series, 20 speeches of Shri P.V. Narasimha Rao were brought out as booklets/folders in Hindi, English and regional languages. These included speeches on Extending the Reach of Public Distribution System, Environment Protection, Ram Janmabhoomi—Babri Mas-

jid Dispute, Relevance of Non-Aligned Movement in the New World Order, Solar Power Can Solve Our Energy Problems, Administration must Keep Pace with Policy Changes, Human Rights—A Re-affirmation, Sports & Physical Education Must Become a Mass Movement, Consensus and Conciliation for Accelerating Progress, Crucial Role of Science in improving Quality of Life, PM's reply in the Lok Sabha to the 'No Confidence Debate' and Centenary of Vivekananda's Bharat-Parikrama. DAVP also brought out a publication, 'Bold initiatives for All Round Development—Major Achievements (June 91 to December 92)' highlighting major achievements of various Ministries of Government of India. In all, more than 1.27 crore copies of 489 publications of more than 114 jobs in Hindi, English and regional languages were printed.

Press Advertisements

11.3.1. The Directorate issued about 13,865 press advertisements (13,068 classified and 797 display advertisements) during April 92-January 93, to 3687 newspapers and periodicals on Income-Tax, Health & Family Welfare, AIDS, Immunisation, Drug Abuse & Prohibition, National Integration & Communal Harmony, National Handloom Export, Environment Protection, Customs & Central Excise, Handicrafts & Textiles, National Savings Organisation and World Population Day. Supplements were also brought out on Non-Conventional Energy Sources, Central Excise Day, ESI Scheme—42nd Year of Social Security, World Population Day and National Child Survival & Safe Mother-hood programme.

11.3.2. During the period contracts with 3097 newspapers and periodicals were renewed and 273 were empanelled for all-India release of advertisements.

Audio Visual Publicity

11.4.1. The Directorate produced around 2135 radio spots, jingles and sponsored programmes and 225 video spots, quickies and documentaries during April 92—

February 93. A total number of 58,900 broadcasts and 825 telecasts were registered.

11.4.2. The Audio-Visual Cell gave extensive publicity to the New Economic Policy, Income Tax, Non-Conventional Energy Sources, Environment Protection, Women and Child Development, Consumer Protection, Rural Development, Health & Family Welfare and Quit India Movement. The serialised quickies 'Sanvarti Rahen' and 'Hamara Sapna' based on health & family welfare were telecast several times by Doordarshan.

11.4.3. The weekly radio-sponsored programme 'Naya Savera' and 'Aao Haath Badhayen' on woman & child development and social welfare, 'Apne Adhikar' on consumer protection and 'Haseen Lamhe' on health & family welfare were produced and broadcast on 29 CBS channels. A multi-media campaign in regard to ECOMARK was formulated and two radio spots and one video spot were produced in the series.

11.4.4. A feedback survey was conducted to assess the impact and effectiveness of the sponsored programmes 'Naya Savera' and 'Aao Haath Badhayen'. The survey found the two programmes very effective in communicating social welfare themes.

Outdoor Publicity

11.5. During the period, April 92 to January 93 the Directorate produced/displayed around 775 hoardings, 3875 bus-panels, 4450 kiosks, 29,300 cinema-slides, 720 wall-paintings, 1125 cloth banners and other miscellaneous publicity on different themes such as Drug Abuse & Alcoholism, New Economic Policy, Girl Education, National Integration & Communal Harmony, International Film Festival of India 1993, Handicrafts, Literacy, Centenary Celebration of Dr. B.R. Ambedkar, Consumer Protection, Quit India Movement, AGMARK, Health & Family Welfare, Energy Conservation, Customs & Central Excise, Army & Navy Recruitment and Income Tax. The Outdoor Publicity media was also used during *Ardh Kumbh*

Mela at Haridwar and *Simhasth Kumbh Mela* at Ujjain. Publicity material was also displayed at the Film Festivals of SAARC, Japan, Turkey, Sweden and Holland, held in New Delhi.

Exhibition

11.6.1. DAVP through its network of 35 Field Exhibition Units including seven mobile vans publicised various socio-economic messages of the Government, supported by film shows and audio programmes. During the period, several exhibitions were organised which included exhibitions titled 'India Today', 'Girl Child', 'Quit India Movement', 'Ek Rashtra Ek Pran', 'Towards a Better Future', 'Ganga', 'World Population', 'Ek Gaon Ki Or', 'Dr. B.R. Ambedkar' and 'India Marches Ahead' all over the country. The Directorate organised around 380 exhibitions spread over approximately 2200 exhibition days and also participated in more than 30 exhibitions which included different Film Festivals organised by Directorate of Film Festivals.

11.6.2. Three exhibitions titled 'Ganga', 'One Country One People' and 'Towards a Better Future' were organised on the occasion of *Ardh Kumbh Mela* at Haridwar and *Simhasth Kumbh Mela* at Ujjain. On the occasion of the Death Anniversary of the late Prime Minister, Shri Rajiv Gandhi, an exhibition was organised at Parliament House (Annexe), New Delhi, titled 'India and the World'.

Mass Mailing Wing

11.7. The Mass Mailing Wing of the Directorate distributed over 2.25 crore copies till January 93, of the printed publicity material through its Distribution Centre at Headquarters in New Delhi and Regional Distribution Centres at Madras and Calcutta. The Wing has a mailing list comprising over 15 lakh addresses spread over 530 categories like Primary/Middle Schools, Post Offices, Rural Banks, Social Organisations, Panchayats, Educational & Cultural Organisations etc.

Major Campaigns

New Economic Measures

11.8.1.1. DAVP continued its multi-media support to the New Economic Measures (NEM) announced by the Government. As part of its public awareness campaign to highlight various aspects of the NEM, the Directorate brought out more than 45 publications including booklets and folders on New Industrial Policy, New Trade Policy, New Export & Import Policy, Eighth Five-Year Plan, New Food Security System, Union Budget, Nehru Rozgar Yojana, New Fertilizer Pricing Policy, Schemes for the Poor, Times of Challenge-Times of Change, Kisan's Welfare-Country's Welfare and Simplified Income Tax Procedures for Small Businessmen. The Directorate released several press advertisements all over the country. It also organised an exhibition on NEM and its advantages to the economy at Tirupati. A major exhibition was put up at Puri, Orissa, on the occasion of Rath Yatra of Lord Jagannath. The Audio-Visual Cell produced a number of spots and quickies highlighting various themes which included Self Employment, Uni-Gauge System, New Tax Policy, Value added Export, Women Entrepreneurs and Quality & Export. The Outdoor Publicity Division produced and displayed 250 bus-panels in Delhi and Hyderabad, 250 wall-paintings in Madras, Pondicherry and Faridabad, 80 cinema slides and several hoardings.

11.8.1.2. A fortnightly publication titled 'India Update' sponsored by DAVP is being brought out on various aspects of the economy such as Power, Steel, Electronics, Communications, Irrigation and Tele-Communications. Sixteen issues have been printed so far. A 15-minute film titled 'India Update' was produced giving details of the New Economic Policy. As part of the comprehensive multi-media campaign on New Economic Policy and Eighth Five-Year Plan, DAVP organised an exhibition titled 'India-Today and Tomorrow' in Mysore from May 2-9, 1992. Exhibition kits were provided to the 12 Field Publicity Units of Central and State Governments which organised programmes in over 100 villages. Special programmes

were arranged in 120 selected villages of Mysore district, consisting quiz and elocution competitions for rural youth and students, *rangoli* competitions, healthy baby shows and special symposia.

Golden Jubilee Celebrations of Quit India Movement

11.8.2. The Golden Jubilee of Quit India Movement was celebrated all over the country and wide-publicity carried-out. This included putting-up of twelve exhibitions in Delhi, Calcutta, Bombay, Ballia (U.P.), Nawa-gaon (near Guwahati), Bhopal, Lucknow, Hyderabad and Madras. Besides these, 41 Hoardings were displayed in Delhi, Calcutta, Assam, Madras and Bangalore. One hundred and fifty kiosks in Bombay and Delhi, 400 bus-panels in Bombay, Hyderabad & Secunderabad and 225 cinema-slides were displayed highlighting different messages on Quit India Movement. The Directorate produced three video quickies of two minute duration and printed nine lakh copies of the booklet titled 'Quit India Movement' in Hindi, English and 11 regional languages. Two press advertisements were issued in leading newspapers/periodicals all over the country.

Rural Development

11.8.3. DAVP carried out a Multi-Media Publicity Campaign on various aspects of Rural Development. Press advertisements were released on AGMARK, National Nutrition Week, Fertilizer Pricing Policy & Farmers and World Food Day on all India basis in Hindi, English and regional languages. Booklets, folders and posters were printed on different subjects which included publications titled 'A New Food Security for the Poor', 'Schemes for Improving the Life of the Rural Poor', 'New Fertilizer Pricing Policy', 'Drinking Water Supply in Rural Areas', 'Consume Green Leafy Vegetables', and 'Kisan's Welfare - Country's Welfare'. Posters were printed on 'Nutrition for Infants' and 'International Decade for Natural Disaster Reduction'. A twenty minute video film on National Fund for Rural Development (NFRD) to encourage donors to contribute money

for NFRD, to be utilised for rural development programmes was produced. Video spots were also made on Agmark, Publicity on rural development featured in a number of exhibitions. Outdoor publicity material was displayed throughout the country which included production and display of 445 bus-panels, 800 kiosks, several hoardings and over 9330 cinema-slides.

Health and Family Welfare

11.8.4. The publicity campaign to create awareness regarding Health & Family Welfare programmes was intensified. Booklets, folders and posters were printed on various themes which included Family Planning, Immunization, Right Age of Marriage, Small Family, Vasectomy, Increasing Population and Diarrhoea. Press advertisements were also released on World AIDS Day and Immunization Day. In outdoor publicity, series of cinema slides, hoardings and bus-panels were displayed. Audio and video spots and quickies were produced and broadcast/telecast on different themes viz. Spacing, Early Marriage, World Population Day, Mala-D and Small Family & Family Planning. Four audio programmes for van publicity and a programme of 10 minutes for World Population Day were also produced. An exhibition titled 'India-Shaping the Future of Growing Millions' was designed and displayed at Bali, Indonesia on the occasion of a seminar ESCAP-POPULATION, held in August, 1992. DAVP put up an exhibition titled 'Chhota Pariwar—Sukh Ka Aadhar' at Pragati Maidan during India International Trade Fair on behalf of Ministry of Health & Family Welfare, which was awarded a special commendation for excellence in design and integration of themes. About 24 other exhibitions were also organised all over the country.

Ardh Kumbh Mela

11.8.5.1. The Directorate organised a multi media campaign on the occasion of *Ardh Kumbh Mela*, 1992 at Haridwar. Outdoor Publicity included display of 42 hoardings, 1300 kiosks, 100 bus-panels and 100 wall-paintings. The messages highlighted were

National Integration & Communal Harmony, Ganga Cleanliness, Literacy, Health & Family Welfare, New Economic Policy, Save Energy, ISI Mark and Drug Abuse & Prohibition. Around two lakh copies of booklets, folders and pamphlets pertaining to different themes were distributed during the Mela. The publication titled '*Ganga Seva—Bharat Seva*', printed specially for the occasion, was widely distributed. Press advertisements on Ganga Pollution titled '*Ganga Seva Bharat Seva*' were released in leading newspapers.

11.8.5.2. On the request of DAVP The Indian Institute of Mass Communication carried out an 'impact study' to evaluate the effectiveness of the campaigns on the audiences who visited *Ardh Kumbh Mela* at

Haridwar. The impact study found the messages highlighted during the *Ardh Kumbh* very impressive and useful.

24th International Film Festival of India 1993

11.8.6. The Directorate displayed 20 hoardings, 200 bus panels, 600 kiosks and 150 cinema slides for the 24th International Film Festival of India 1993, held from January 10-20, 1993. Ten thousand posters in Hindi & English (bilingual), 5000 each on Indian Panorama '93 and IFFI '93 and two brochures, one each on Indian Cinema and IFFI '93 were printed. An exhibition was also put-up at the Sirifort Auditorium during the festival. Press Advertisements were issued highlighting schedule of the films screened in different theatres.

Chapter XII

Photo Division

12.1.1. Photo Division, the biggest production unit of its kind in the country in the field of photography, produces and issues photographs both in black and white and colour for internal and external publicity on behalf of Government of India.

12.1.2. The main function of the Photo Division is to photographically document the growth in the country in various fields of activity and provide visual support required in communication. The Division provides photographic visuals to the media units of the Ministry of Information and Broadcasting and other Central Ministries/Departments including President's Secretariat, Vice-President's Secretariat, Prime Minister's office, Lok Sabha/Rajya Sabha Secretariats, State Governments and Indian Missions abroad. The Division also supplies on payment, black and white and colour photographs and colour slides/transparencies to non-publicity organisations and general public. During April-December, 1992, the Division earned a revenue of Rs. 7.22 lakh under its 'Pricing Scheme'.

12.1.3. The Division has a well-equipped laboratory for handling different kinds of photographic assignments both in black and white and colour at its headquarters in Delhi. It also has three Regional Offices at Bombay, Calcutta and Madras and a Photo Unit at Guwahati.

Major Coverages

12.2.1. The Photo Division undertook extensive photo coverage of visits of the Presi-

dent, the Vice-President and the Prime Minister both within the country and outside, besides providing photographs for meeting the visual publicity requirements. The photographs were released to the Press all over the country through Press Information Bureau and Indian Missions abroad through XP Division of the Ministry of External Affairs.

12.2.2. The Photo Division also undertook the Photo coverages of foreign VVIPs/Dignitaries as well as Heads of States/Governments of foreign countries during their visits to India. In addition to supplying the photographs to all concerned, the Division also prepared photo albums for presentation to the foreign dignitaries at the end of their visits. The Division also prepared and released portraits of the members of the council of Ministers and other senior dignitaries appointed from time to time.

12.2.3. The Photo Division has been organising the National Photo Contest and exhibition for amateur photographers.

The contest is held both for black and white and colour photographers and each competitor has to send a maximum 4 photographs. The theme of the contest varies from time to time. In the year 1992, the fourth national photo contest was held on the theme of "Cultural Heritage". In this contest, 826 amateur photographers from all over the country have submitted 713 black and white, 1606 colour photos. In ad-

dition to the selection of winning photographs, the Jury has also selected 106 photographs for exhibition purpose.

12.2.4. The exhibition of the award winning photographs and selected photographs was inaugurated by the then Minister of State of Information and Broadcasting Shri Ajit Kumar Panja on March 23, 1992. The prizes were also given away in that function. There were 3 prizes each in black and white and colour section. The 1st prize was a cash award of Rs. 10,000/-; 2nd Rs. 7,000/- and the 3rd Rs. 5,000/-.

During April-December, 1992, the Photo Division handled assignments as detailed below:

i) News and Feature Assignments (Both in black and white and colour)	:	2,348
ii) Negatives (both in black and white and colour)	:	66,631
iii) Colour slides/transparencies prepared	:	225
iv) Black and white prints/prepared	:	3,13,954
v) Colour prints/prepared	:	24,068
vi) Total black and white and colour prints/prepared	:	3,38,022
vii) Photo albums/wallets produced	:	80

Chapter XIII

Song and Drama Division

13.1.1. The Song & Drama Division utilises live-media specially the folk and traditional media to create awareness among the masses regarding various programmes of socio-economic significance. It utilises a wide range of traditional stage form such as drama, dance-drama, puppets, folk recitals etc. besides light and sound programmes. The Division also caters to the entertainment needs of the Armed Forces in the forward areas. In all its activities, the Division functions in close collaboration with the Central and State Government agencies.

13.1.2. During the major festivals where large number of people congregate, the live media is effectively utilised to put across the message of National Integration, Patriotism, Communal Harmony, New Economic Policy, Revamped Public Distribution System, Eighth Five Year Plan, Eradication of Untouchability, Prohibition, Health and Family Welfare Programmes etc. for special publicity.

Activities

13.2.1 The Division, headed by a Director, functions at three levels (I) Headquarters at Delhi (II) Eight Regional Centres located at Bhopal, Calcutta, Chandigarh, Delhi, Guwahati, Lucknow, Madras and Pune; and (III) Nine Sub-Centres located at Bhubaneswar, Hyderabad, Patna, Imphal, Jodhpur, Darbhanga, Nainital, Shimla and Srinagar. Besides, there are two Sound & Light Centres at New Delhi and Bangalore and

one Tribal Centre at Ranchi. These Centres and Sub-Centres are responsible for the preparation of publicity oriented programmes.

13.2.2. The Division carried its activities through its 43 Departmental Troupes, two Light and Sound units, one Tribal Unit and 674 professional troupes. The Division constantly tapped the publicity potential of live traditional folk media and presented 37,159 programmes, out of which 28,747 programmes were organised from April to December 1992, in various formats.

13.2.3. The Division makes special efforts to reach out to the interior, backward and remote areas of the country. The presentation of programmes in the field is carried out in close collaboration with the concerned Central and State agencies. Efforts were made to mobilise all the resources in designing and mounting campaigns according to the local requirements in support of Government programmes.

Departmental Drama Troupes

13.3. There are six Departmental Drama Troupes in the Division. These are located at Pune, Hyderabad, Srinagar, Delhi, Patna and Bhubaneswar. During the year, these troupes presented 539 performances consisting of full length plays, skits etc. in Hindi, Kashmiri, Urdu, Marathi, Oriya and Telugu. The Hyderabad Departmental Drama Troupe alongwith the Madras Regional

Centre was actively involved in Emotional Integration Campaigns in Tamil Nadu and Andhra Pradesh. The Pune Departmental Drama Troupe made special efforts to cover various functions organised in commemoration of Centenary Celebrations of Babasaheb Dr. Bhimrao Ambedkar, Patna and Srinagar Departmental Drama Troupes made significant contribution to mount the new Sound & Light spectacle 'Aur Qadam Badhte Rahe'. The Delhi Departmental Drama Troupe presented 87 shows during the current year.

Programmes by Border Publicity Troupes

13.4. For effective and concentrated publicity in areas adjoining international borders, Departmental Troupes gave performances in border villages in local dialects, thus boosting the morale of people living there and making them aware of our defence-preparedness by fostering the feelings of emotional and national integration. These Centres organised intensive publicity campaigns in coordination with the Central and State Government agencies and voluntary organisations. To further strengthen feeling of National Integration and Communal Harmony among the masses of various parts of the country, especially in sensitive areas, the Division utilises various Border Troupes as a model of cultural exchange during the emotional Integration Campaigns conducted throughout the year. These programmes were highly appreciated by the audiences.

Programmes by Armed Forces Entertainment Wing

13.5. The Armed Forces Entertainment Wing (AFEW) was established in 1967 for entertainment of Jawans in forward areas. Out of a total number of 9 troupes, one troupe is located at Madras and the rest at Delhi. The troupes covered difficult and inhospitable forward areas and entertained the Jawans. In addition, the AFEW artists prepared and presented special items for the audiences of the rural and urban areas. The programmes were prepared in such a manner that different linguistic groups could take equal interest in them. From April to

December 1992, these troupes presented 436 programmes.

Sound and Light Programmes

13.6. The Division has a Sound and Light unit each at Delhi and Bangalore. A special sound and light programme "Aur Qadam Badhte Rahe" on national integration was presented at Tirupati. A new sound and light programme "Woh Raha Gujar Woh Rahagiri" was prepared and presented on the occasion of 'Phool Walon Ki Sair' at New Delhi. The Division also presented Sound & Light programme "Dharti Di Rooh Punjab" at Jalandhar and Chandigarh.

Professional and Special Services

13.7. This scheme is in operation since the inception of the Division primarily to scout local talent specially from folk and traditional groups. The Division utilises the professional troupes in the field of performing arts to carry out the message of national integration and multi-faceted developmental endeavour. Initially the Division scouted five professional troupes and presently 674 troupes are with the Division to present programmes on specified themes of national importance. Performances are also organised for and on behalf of the Ministry of Health & Family Welfare in close co-ordination with State Government field agencies, semi-government agencies and voluntary organisations. During the year, the Division presented 33,811 programmes in different parts of the country under this scheme.

Tribal Centre, Ranchi

13.8. The Division has a Centre at Ranchi under the Tribal Project Plan to utilise the tribal talent in Madhya Pradesh, Bihar and Orissa. The basic concept of the scheme is to give incentive to these communities to present programmes themselves in their own idiom and dialect in their familiar surroundings to educate and impart information to their brethren who have virtually no access to any other mode of communication. The salient feature of this project is to get programmes prepared by the tribal troupes in their own dialect to ensure that their age-old traditional forms do not suffer

distortion in any manner. Eight hundred and four programmes were presented in the tribal pockets by the Division under this scheme during April-December 1992.

Family Welfare

13.9.1. Special campaigns in support of Family Welfare were mounted by the Division in coordination with various agencies. The Division prepared and presented a number of new programmes on the revised strategy of health and family welfare. The Division organised a competition among all the departmental troupes from 6 to 10 July, 1992 on the occasion of "World Population Day" and prizes were distributed to the winners.

13.9.2. The Division also launched a special campaign in the J.J. Clusters of Delhi. During the year, the Division organised programmes in the high fertility districts of Uttar Pradesh, Bihar, Madhya Pradesh, Kerala and West Bengal. A week-long national campaign on the 'World Population Day' was organised from July 6 to 10, 1992. The Division also presented programmes in the International Trade Fair at Pragati Maidan and displayed a large number of programmes in close coordination with the Ministry of Health & Family Welfare.

Fairs and Festivals

13.10. The Song and Drama Division covered various fairs and festivals where large number of people congregated. A 12-day-long massive multi-media publicity campaign was organised in Puri, Baripada, Jeypore, Koraput, Keonjhar, Kendrapara and Athgarh of Orissa. Programmes were presented by the Division in *Simhastha Kumbh Mela*, Ujjain. Among other important fairs/festivals *Durgapuja* was covered in different parts of the country, *Bihu* in Assam, *Urs* at Ajmer, *Nauchandi* in Uttar Pradesh and *Phool Walon Ki Sair* in Delhi.

20-Point Economic Programme

13.11. Almost all the programmes presented by the Division covered 20-point Economic Programme such as land reforms, rehabilitation of bonded labour, develop-

ment of scheduled castes/scheduled tribes. Special orientation-cum-training camps on "Family Welfare" was organised at New Delhi. Besides, the Division arranged a large number of performances on progress of literacy in the country-side.

Communal Harmony and National Integration

13.12. The Division continued to present programmes pertaining to the theme of National Integration and Communal Harmony. In Punjab, Jammu and Kashmir and Assam, the target audience was rural youth. The Division also encouraged programme activities in the remote and border areas of the country where impact/reach of electronic and print media is limited. All the 12 districts of Punjab were repeatedly covered by presenting special programmes on Emotional and National Integration. A large number of programmes were presented by the Regional Centre, Guwahati in all the North-Eastern States. Programmes were also arranged all over the country during the Quami Ekta Week from November 19 to 25, 1992.

New Economic Policy and Revamped PDS

13.13. As a follow-up of the Prime Minister's address to the field level communicators of the Ministry of Information and Broadcasting, the Song and Drama Division organised programmes as a special publicity measure on Revamped Public Distribution System in New Economic Policy. Regional Centres organised Orientation-cum-Training camps in their respective jurisdiction. More than 100 new items on the said subjects were prepared which were presented in more than 29,000 programmes during March to December 1992.

Other Highlights

13.14. Other highlights of the activities of the Song and Drama Division during the year included a special programme presented on the occasion of *Sadbhavana Divas* on August 20, 1992, *Kulu Dussehera* festival, literacy campaign and publicity campaign in Lakshadweep.

Research and Reference Division

14.1.1. Research and Reference Division functions as an information servicing agency to the Ministry of Information and Broadcasting, its media units and their field offices. It serves as an information bank as well as an information feeder service to the media units to help in their programming and publicity campaign work. The Division also studies trends in mass communication media and maintains a reference and documentation service on current affairs and mass communication. The Research and Reference Division provides backgrounders, reference and research material and other facilities for the use of the Ministry, its media units and others engaged in mass communication.

14.1.2. Another important project undertaken by the Division was the compilation of two Reference Annuals—“*India—A Reference Annual*”, an authentic work of reference on India and “*Mass Media in India*”, a publication on mass communication in the country.

14.1.3. The Division handled 122 reference assignments up to 28, January 1992 including 11 backgrounders, reference papers and biographies. The backgrounders included such diverse topics as tourism, water resources development, public sector, features of the 1992-93 budget, environment and new export-import policy. The Division compiled the 1992 edition of *India—A Reference Annual* and 1992 edition of the *Mass Media Annual* which are expected to be published by March, 1993 by the Publica-

tions Division. The Division also brings out a fortnightly “*Diary of National Events*”.

Reference Library

14.2. The Division has a well-equipped Reference Library with a large collection of books in various subjects, bound-volumes of selected periodicals and various reports of the Ministries, committees and commissions. It has a large collection of books on topics like journalism, public relations, advertising and audio-visual media. Year-books, contemporary articles and encyclopaedia series from all prominent publishers the world over are also stocked in this library. They are used by over 750 accredited correspondents (both Indian and foreign) and a large number of government officers. The library receives around 110 Indian and foreign periodicals.

National Documentation Centre of Mass Communication (NDCMC)

14.3.1. The National Documentation Centre on Mass Communication was created in 1976 as a part of Research and Reference Division on the recommendation of an Experts Committee setup by the Ministry, for collecting, interpreting and disseminating information about the events and trends in mass media.

14.3.2. The NDCMC continued bringing out the following 8 services—“Current Awareness Services”, “Reference Information Service”, “Bibliography Service”, “Who’s Who in Mass Media”, “Honours conferred

on Mass Communicators'', ''Media Memory'', ''World Media Service'' and ''Bulletin on Film''. During the year, the centre released above 40 papers.

Computerisation

14.4. A Computer has been installed in the Division and will be operational soon. It is

hoped that in the coming year, fully computerised documentation retrieval activities and library services will be available to the users. The computerisation would not only impart speed and efficiency to the Division's Research and Reference activities but also prove helpful to the users.

Chapter XV

Indian Institute of Mass Communication

15.1.1. The Indian Institute of Mass Communication (IIMC) was established in 1965 as an autonomous body receiving funds primarily from Government of India through the Ministry of Information and Broadcasting in the form of grants-in-aid.

15.1.2. IIMC conducts teaching and training programmes, organises seminars and contributes to the creation of an information infrastructure suitable for India and other developing countries.

15.1.3. During the last 26 years, the Institute organised about 215 short courses of varying duration from which nearly 5,200 participants (both Indian and foreign) benefited. The Institute's Diploma Course in News Agency Journalism for Non-aligned countries is highly sought-after by middle level working journalists from Africa, Asia and Latin America. Two such courses (five months each) are organised each year.

Convocation

15.1.4. The academic year 1991-92 ended with the Annual Convocation held on April 24, 1992 at the India International Centre. Seventeen participants of News Agency Journalism Course for Non-aligned countries, 30 students of the Postgraduate Diploma Course in Journalism (Hindi), 25 students of the Postgraduate Diploma Course in Advertising and Public Relations received the diplomas. The IIMC Silver Jubilee Award for International Understanding, Baba

Saheb Dr Bhim Rao Ambedkar Award and the awards donated by *Rajasthan Patrika*, PTI, *Saptahik Hindustan*, *Deccan Herald*, *The Hindu*, *Patriot*, Advertising Agencies Association of India, Public Relations Society of India, Prof. M.V. Desai and the Institute's awards were given to the meritorious students.

Academic Session 1992-93

15.1.5.1. The three courses commenced on 4th August, 1992 with 36 students in Journalism (English), 38 in Advertising and Public Relations and 32 in Journalism (Hindi). The 19th Diploma Course in News Agency Journalism for Non-aligned countries commenced on July 8, 1992 and concluded on November 28, 1992 with the valedictory function on that day. The valedictory address was delivered by Shri R.L. Bhatia, Minister of State for External Affairs. Diplomas were given to 23 foreign and one Indian participants. Awards donated by PTI, Rajasthan Patrika and the Institute were given to three meritorious participants. The 9th, eleven month Orientation Course for IIS Group 'A' Probationers commenced on March 3, 1992 and concluded in February, 1993.

Short Courses, Workshops and Seminars

15.1.5.2. The following short courses, seminars and workshops were conducted during the period under report. (The number of participants is given within brackets against each.)

- | | | |
|--|------|--|
| i) Workshop on voice-cast for AIR personnel.
September 22-28, 1992 | (9) | 17-18, 1992 on "Language, usage, diction, translation and uniformity" of the Hindi news bulletins put out by the electronic media. |
| ii) Media Communication Course for Sr. Army Officers
October 12-24, 1992 | (16) | Sixteen officers of AIR and Doordarshan who are preparing Hindi news bulletins participated. |
| iii) Copywriting Workshop for AIR personnel.
October 26-30, 1992 | (10) | |
| iv) Basic Course in Communication for IIS Group 'B' officers.
November 3 to December 16, 1992 | (14) | |
| v) Course on Broadcast Journalism for AIR personnel.
November 17 to December 14, 1992 | (11) | |

Workshop at Aizawl, Mizoram

15.1.5.3. At the request of the Directorate of Information and Public Relations, Government of Mizoram, the Institute conducted a Workshop on Communication Skills at Aizawl from November 17-28, 1992. The Government of Mizoram provided the necessary financial support. Seventeen participants attended the Workshop. During the Workshop, two video magazines were produced—"This Week at Aizawl" and "Radio Newsreel".

Seminar on Satellite and Cable Television

15.1.5.4. IIMC, in collaboration with the Friedrich Ebert Foundation, Germany organised a two-day International Seminar on "Satellite and Cable Television—Opportunities and Challenges" on November 17-18, 1992 to share and discuss the experiences, perceptions, and responses to situations created by Satellite and Cable Television. Seventy eminent media practitioners scholars and policy makers from Bangladesh, China, Malaysia and Nepal, besides India, participated in the deliberations.

Awareness Programme

15.1.5.5. The Institute organised a two-day "Awareness Programme" on September

Communication Project on AIDS

15.1.5.6. At the instance of the World Health Organisation's Regional office for South-East Asia, New Delhi, the Institute has designed and developed some prototype communication materials to be used in training modules for HIV/AIDS counselling, under WHO-IIMC collaborative project.

Research and Evaluation Studies

15.1.6. "Print and Mass Media Support to Agricultural Extension (T&V)" report was submitted in April 1992 covering Madhya Pradesh and Tamil Nadu. On the request of the Ministry of Health and Family Welfare, a study entitled "Evaluation of Mahila Swasthya Sangh" was designed and agreed upon with the WHO to be conducted during the financial year. The field work for all the selected States, namely, Punjab, Gujarat, UP, Assam, West Bengal and Karnataka has been completed in October/November 1992.

Satellite and Cable Television

15.1.7 A Study was undertaken with the financial support of the Friedrich Ebert Foundation, New Delhi, in five cities, namely, Delhi, Calcutta, Bombay, Hyderabad and Kannur. The preliminary findings of the study were presented at the International Seminar on "Satellite and Cable Television" on November, 17, 1992. At the request of DAVP, the Institute undertook a research study on the Impact of multi-media Campaign in April 1992 at Haridwar on the occasion of the *Ardh Kumbh Mela*.

Ministry of Information & Broadcasting

Statement Showing the Budget for Plan & Non-Plan

Demand No. 55—Ministry of Information & Broadcasting

(Rs. in thousands)

S. No.	Name of Media Unit	B.E. 1992-93			R.E. 1992-93			B.E. 1993-94		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
Revenue Section										
Major Head-"2251"-Secretariat-Social Services										
1.	Main Sectt.	—	2,78,17	6,78,17	—	2,99,30	2,99,30	—	3,54,17	3,54,17
2.	Composite P.A.O.	5,00	1,49,83	1,54,83	3,00	1,52,70	1,55,70	1,00	1,57,83	1,58,83
Total		5,00	4,28,00	8,33,00	3,00	4,52,00	4,55,00	1,00	5,12,00	5,13,00
Major Head "2205—Art and Culture Certification of Cinematographic films for public exhibition										
3.	Central Board Film Certification	20,00	56,80	76,80	20,00	63,90	83,90	10,00	64,75	74,75
4.	Film Certification Appellate Tribunal	—	2,20	2,20	—	3,10	3,10	—	3,25	3,25
Total : Major Head "2205"		20,00	59,00	79,00	20,00	67,00	87,00	10,00	68,00	78,00
Major-head "2220"—Information and Publicity										
5.	Films Division	2,70,00	15,52,82	18,22,82	2,57,00	16,12,83	18,69,83	1,47,00	16,29,17	17,76,17
6.	Directorate of Film Festivals	1,60,00	1,75,40	3,35,40	2,16,50	2,23,13	4,39,63	2,24,00	1,62,68	3,86,68
7.	National Film Archive of India	60,00	28,73	88,73	53,50	28,88	82,38	20,00	29,95	49,95
8.	Film & Television Institute of India, Calcutta	—	—	—	—	—	—	10,00	—	10,00
9.	Grants-in-aid to National Centre of Films for Children and Young People (NCYP)	1,20,00	27,00	1,47,00	1,20,00	10,00	1,30,00	1,40,00	15,00	1,55,00
10.	Grants-in-aid to Film & Television Institute of India	1,00,00	2,09,00	3,09,00	1,00,00	2,24,16	3,24,16	65,00	2,34,22	2,99,22
11.	Grants-in-aid to Film Societies	3,00	—	3,00	3,00	—	3,00	3,00	—	3,00
12.	Research and Reference Division	—	36,93	36,93	—	32,92	32,92	—	35,25	35,25
13.	Grants-in-aid to I.I.M.C.	50,00	96,50	1,46,50	44,80	1,04,08	1,48,88	70,00	1,08,91	1,78,91
14.	Directorate of Advertising & Visual Publicity	68,00	27,45,00	28,13,00	50,00	23,85,15	24,35,15	30,00	24,00,89	24,30,89
15.	Press Information Bureau	20,00	6,87,00	7,07,00	20,00	7,29,31	7,49,31	30,00	7,48,21	7,78,21
16.	Press Council of India	—	30,37	30,37	—	31,19	31,19	—	35,95	35,95
17.	Grants-in-aid to News Agencies	—	1,00	1,00	—	1,00	1,00	—	50	50
18.	Subsidy in lieu of interest on loan to PTI	—	2,38	2,38	—	2,38	2,38	—	1,90	1,90
19.	Payment for Pro. & Spl. Services	—	39,22	39,22	—	30,50	30,50	—	38,22	38,22
20.	Directorate of Field Publicity	75,00	8,39,00	9,14,00	71,00	8,95,40	9,56,40	47,00	9,13,73	9,60,73
21.	Song and Drama Division	1,65,00	5,28,00	6,93,00	88,00	5,41,00	6,29,00	97,00	5,69,78	6,66,78
22.	Publications Division	64,00	5,62,72	6,26,72	35,00	5,88,18	6,23,18	30,00	6,05,00	6,35,00
23.	Employment News	—	7,50,59	7,50,59	—	7,49,82	7,49,82	—	7,85,88	7,85,88
24.	Reimbursement of losses to STC	—	1,00	1,00	—	85,00	85,00	—	2,00	2,00
25.	Registrar of Newspapers for India	28,00	67,64	95,64	11,84	65,47	77,31	5,00	67,87	72,87

(Rs. in thousands)

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
26.	Photo Division	1,20,00	95,20	2,15,20	1,28,36	1,15,00	2,43,36	25,00	1,20,59	1,45,59
27.	Contribution to International Programme for the Development of Communication	—	27,50	27,50	—	21,50	21,50	—	16,00	16,00
28.	Departmental Canteen	—	1,00	1,00	—	6,10	6,10	—	6,30	6,30
Total : Major Head "2220"		13,03,00	85,04,00	98,07,00	11,99,00	84,72,00	96,71,00	9,43,00	85,28,00	94,71,00
Total : Revenue Section		13,28,00	89,91,00	103,19,00	12,22,00	89,91,00	102,13,00	9,54,00	91,08,00	100,62,00
Capital Section										
Major-head "4220"—Capital outlay on Information and Publicity										
A) Machinery & Equipment										
1.	Acquisition of equipment for Films Divn., Bombay	3,42,00	—	3,42,00	3,02,00	—	3,02,00	36,00	—	36,00
2.	Acquisition of equipment for N.F.A.I. Pune	47,00	—	47,00	70,00	—	70,00	30,00	—	30,00
3.	Acquisition of equipment for Press Information Bureau	1,80,00	—	1,80,00	1,53,95	—	1,53,95	1,14,00	—	1,14,00
4.	Acquisition of equipment for Dte. of Field Publicity	1,20,00	—	1,20,00	1,30,60	—	1,30,60	50,00	—	50,00
5.	Acquisition of equipment for Photo Division	—	—	—	—	—	—	32,00	—	32,00
6.	Acquisition of equipment for Song & Drama Division	20,00	—	20,00	20,00	—	20,00	13,00	—	13,00
B) Buildings										
7.	Multi-storeyed building for Films Divn. Major works	25,00	—	25,00	84,25	—	84,25	2,49,00	—	2,49,00
8.	Construction of office building for N.F.A.I.—Major works	13,00	—	13,00	7,70	—	7,70	2,00	—	2,00
9.	Film Festival Complex—Additions and alterations—Major works	40,00	—	40,00	1,39,00	—	1,39,00	20,00	—	20,00
10.	Setting up of Film & Television Institute at Calcutta—Acquisition of Land & Construction of Building	11,00,00	—	11,00,00	2,65,00	—	2,65,00	5,58,00	—	5,58,00
11.	Soochna Bhavan buildings—Major works	3,45,00	—	3,45,00	52,50	—	52,50	39,00	—	39,00
12.	Construction of office and Residential Accommodation for Field Publicity—Major works	40,00	—	40,00	40,00	—	40,00	—	—	—
13.	Investment in Joint Sector Companies proposed to be set up for operating the Second National Television Channel	—	—	—	—	—	—	4,53,00	—	4,53,00
14.	National Film Development Corporation	2,00,00	—	2,00,00	2,00,00	—	2,00,00	2,00,00	—	2,00,00
Total : Major Head "4220"		24,72,00	—	24,72,00	14,65,00	—	14,65,00	17,96,00	—	17,96,00
Major-head "5220"—Loans for Information Publicity										
Loans to Public Sector and other Undertakings										
	National Film Development Corporation Ltd.	2,00,00	—	2,00,00	2,00,00	—	2,00,00	2,00,00	—	2,00,00
Total : Major Head "6220"		2,00,00	—	2,00,00	2,00,00	—	2,00,00	2,00,00	—	2,00,00
Total : Capital Section		26,72,00	—	26,72,00	16,65,00	—	16,65,00	19,96,00	—	19,96,00
Total : Demand No. 55		40,00,00	89,91,00	129,91,00	28,87,00	89,91,00	118,78,00	29,50,00	91,08,00	120,58,00

Demand No. 56—Broadcasting Services

REVENUE

(Rs. in thousands)

Sl. No.	Description	Budget Estimate 1992-93			Revised Estimate 1992-93			Budget Estimate 1993-94		
		Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
Revenue Section										
(A) Major Head '2221'										
All India Radio										
1.	Direction & Administration	4,13,00	7,79,00	11,92,00	1,85,00	8,37,00	10,22,00	3,41,00	8,86,00	12,27,00
2.	Operation & Maintenance	14,19,00	29,79,00	43,98,00	11,66,00	33,82,00	45,48,00	21,96,00	35,59,00	57,57,00
3.	Commercial Broadcasting Services	20,00	11,09,00	11,29,00	4,00	12,61,00	12,65,00	16,00	14,19,00	14,35,00
4.	Programme Services	45,92,00	94,20,00	1,40,12,00	18,79,00	1,00,42,00	1,19,21,00	42,24,00	1,07,78,00	1,50,02,00
5.	News Service Division	1,13,00	9,47,00	10,60,00	8,00	9,87,00	9,95,00	19,00	10,14,00	10,33,00
6.	Listeners' Research	49,00	69,00	1,16,00	23,00	69,00	92,00	48,00	71,00	1,19,00
7.	External Service Division	41,00	2,32,00	2,73,00	11,00	2,28,00	2,39,00	21,00	2,42,00	2,63,00
8.	Planning & Development	1,90,00	4,28,00	6,18,00	1,68,00	4,62,00	6,30,00	2,48,00	4,77,00	7,25,00
9.	Research & Training	1,63,00	2,14,00	3,77,00	94,00	2,13,00	3,07,00	1,35,00	2,20,00	3,55,00
10.	Suspense	—	51,76,00	51,76,00	—	52,13,00	52,13,00	—	57,44,00	57,44,00
11.	Transfer to NLF	—	28,83,00	28,83,00	—	32,78,00	32,78,00	—	42,68,00	42,68,00
Total AIR (Revenue)		70,00,00	2,42,36,00	3,12,36,00	35,38,00	2,59,72,00	2,95,10,00	72,50,00	2,86,78,00	3,59,28,00
Doordarshan										
1.	Direction & Administration	1,10,00	5,84,00	6,94,00	68,00	6,71,00	7,59,00	27,00	7,06,00	7,33,00
2.	Operation & Maintenance	18,75,00	46,44,00	65,19,00	13,19,00	53,70,00	66,89,00	14,55,00	61,04,00	75,59,00
3.	Commercial Services	—	49,67,00	49,67,00	—	52,72,00	52,72,00	—	57,21,00	57,21,00
4.	Programme Services	54,14,00	1,15,00,00	1,69,14,00	35,27,00	1,18,49,00	1,53,76,00	34,92,00	1,24,70,00	1,59,62,00
5.	Listeners' Research	1,00	53,00	54,00	3,00	56,00	59,00	5,00	65,00	70,00
6.	Suspense	—	74,87,00	74,87,00	—	69,10,00	69,10,00	—	76,35,00	76,35,00
7.	Transfer to Akashvani & Doordarshan Commercial Funds	—	2,73,56,00	2,73,56,00	—	2,90,90,00	2,90,90,00	—	3,15,12,00	3,15,12,00
Total : Doordarshan (Revenue)		74,00,00	5,65,91,00	6,39,91,00	49,37,00	5,92,18,00	6,41,55,00	49,79,00	6,42,13,00	6,91,92,00
Total : Major Head '2221'		1,44,00,00	8,08,27,00	9,52,27,00	84,75,00	8,51,90,00	9,36,65,00	1,22,29,00	9,28,91,00	10,51,20,00
Total : Revenue Section		1,44,00,00	8,08,27,00	9,52,27,00	84,75,00	8,51,90,00	9,36,65,00	1,22,29,00	9,28,91,00	10,51,20,00
Voted		1,44,00,00	8,08,25,00	9,52,25,00	84,75,00	8,51,87,00	9,36,62,00	1,22,29,00	9,28,85,00	10,51,14,00
Charged		—	2,00	2,00	—	3,00	3,00	—	6,00	6,00
Capital Section Major head '4221'										
ALL INDIA RADIO										
1.	Machinery & Equipment	63,00	—	63,00	31,25	—	31,25	66,00	—	66,00
2.	Studios	45,42,00	10,00	45,52,00	29,37,40	5,00	29,42,40	31,93,00	10,00	32,03,00
3.	Transmitters	79,55,00	—	79,55,00	43,76,40	—	43,76,40	66,01,00	—	66,01,00
4.	Suspense	—	4,99,00	4,99,00	—	5,35,00	5,35,00	—	5,47,00	5,47,00
5.	Other Expenditure (Estt. & MWS)	29,40,00	3,00	29,43,00	26,23,95	13,00	26,36,95	31,90,00	—	31,90,00
Total : All India Radio		1,55,00,00	5,12,00	1,60,12,00	99,69,00	5,53,00	1,05,22,00	1,30,50,00	5,57,00	1,36,07,00
Voted		1,54,90,00	5,12,00	1,60,02,00	99,42,00	5,53,00	1,04,95,00	1,30,40,00	5,57,00	1,35,97,00
Charged		10,00	—	10,00	27,00	—	27,00	10,00	—	10,00

(Rs. in thousands)

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
DOORDARSHAN										
1.	Machinery & Equipment	28,92	--	28,92	36,67	--	36,67	52,00	--	52,00
2.	Studios	74,82,75	1,00	74,83,75	48,33,85	1,00	48,34,85	46,96,00	10,00	47,06,00
3.	Transmitters	62,90,84	1,87	62,92,71	65,29,67	10,00	65,39,67	50,16,00	1,00	50,17,00
4.	Suspense	--	5,90,13	5,90,13	--	5,58,00	5,58,00	--	5,00,00	5,00,00
5.	Other Expenditure (Estt. & M.W.S.)	53,13,49	2,00	53,15,49	38,55,81	11,00	38,66,81	22,57,00	--	22,57,00
Total : Doordarshan		1,91,16,00	5,95,00	1,97,11,00	1,52,56,00	5,80,00	1,58,36,00	1,20,21,00	5,11,00	1,25,32,00
Voted		1,91,06,00	5,95,00	1,97,01,00	1,52,46,00	5,80,00	1,58,26,00	1,20,11,00	5,11,00	1,25,22,00
Charged		10,00	--	10,00	10,00	--	10,00	10,00	--	10,00
Total Major Head '4221'		3,46,16,00	11,07,00	3,57,23,00	2,52,25,00	11,33,00	2,63,58,00	2,50,71,00	10,68,00	2,61,39,00
Total : Capital Section		3,46,16,00	11,07,00	3,57,23,00	2,52,25,00	11,33,00	2,63,58,00	2,50,71,00	10,68,00	2,61,39,00

All India Radio

Radio Stations likely to be commissioned during 1993-94

Broadcasting Stations	Other Projects
1. Mount Abu (FM)	1. Delhi (Kingsway) 50 KW SW Tr.
2. Kargil	2. Allahabad 2 x 10 KW MW Tr.
3. Chamoli	3. Udaipur 2 x 10 KW MW Tr.
4. Kinnaur	4. Rampur 2 x 10 KW MW Tr.
5. Lahul Spiti	5. Guwahati refurbishing of studios
6. Pithoragarh	6. Gangtok Type 1 (R) studios
7. Churachandpur (FM)	7. Tezu 10 KW MW Tr.
8. Mokokchung (FM)	8. Kohima 50 KW SW Tr.
9. Ziro	9. Panaji Type III (R) studios
10. Lungleh (FM)	10. Borevilli Type III (R) studios
11. Kokrajhar	11. Bombay Multi-track recording
12. Jowai (FM)	12. Bhopal 10 KW MW Tr.
13. Osmanabad (FM)	13. Calicut 100 KW MW Tr.
14. Daman (FM)	14. Trivandrum Type IV studios
15. Bijapur (FM)	15. Hyderabad Type IV studios
16. Kavaratti	16. Madurai 2 x 10 KW MW Tr.
	17. Coimbatore 2 x 10 KW MW Tr.

All India Radio
Revenue Earned from Commercials on the Vividh Bharati and Primary Channels

Year	Vividh Bharati	Gross Revenue Earned-Primary Channel		
		Phase-I	Phase-II	Total
1975-76	6,25,87,679	—	—	6,25,87,679
1976-77	6,85,54,222	—	—	6,85,54,222
1977-78	7,82,06,252	—	—	7,82,06,252
1978-79	8,90,75,436	—	—	8,90,75,436
1979-80	10,31,43,702	—	—	10,31,43,702
1980-81	12,51,32,824	—	—	12,51,32,824
1981-82	15,23,44,716	—	—	15,23,44,716
1982-83	15,39,89,422	72,64,000	—	16,12,53,422
1983-84	16,00,34,250	42,30,500	—	16,42,64,750
1984-85	15,93,53,016	66,78,800	—	16,60,31,546
1985-86	17,54,89,035	50,06,275	2,13,84,761	20,22,80,071
1986-87	17,71,77,765	1,06,68,575	5,20,92,195	23,99,38,535
1987-88	19,26,24,082	88,13,025	8,51,64,751	28,66,01,858
1988-89	21,99,92,445	84,81,675	9,60,46,546	32,45,20,666
1989-90	23,72,28,116	68,02,372	10,59,36,265	35,06,66,753
1990-91	25,25,09,742	64,71,500	13,40,37,024	39,30,18,266
1991-92	34,89,00,000	83,62,000	17,00,38,000	52,73,00,000

Central Board of Film Certification
Indian Feature Films certified during the calendar year 1992

S. No.	Language	Bombay	Calcutta	Madras	Bangalore	Thiruvananthapuram	Hyderabad	Delhi	Cuttack	Total
1.	Hindi	140	2	29	2	4	12	—	—	189
2.	Tamil	2	—	139	8	4	27	—	—	180
3.	Telugu	—	—	39	4	5	105	—	—	153
4.	Kannada	—	—	—	92	—	—	—	—	92
5.	Malayalam	2	—	68	—	19	1	—	—	90
6.	Bengali	2	38	1	—	—	—	—	1	42
7.	Marathi	24	—	1	—	—	—	—	—	25
8.	Punjabi	12	—	—	—	—	—	—	—	12
9.	Oriya	—	1	1	—	—	—	—	9	11
10.	Nepali	8	1	—	—	—	—	—	—	9
11.	Bhojpuri	5	3	—	—	—	—	—	—	8
12.	Gujarati	5	—	—	—	—	—	—	—	5
13.	Assamese	—	4	—	—	—	—	—	—	4
14.	English	2	—	2	—	—	—	1	—	5
15.	Rajasthani	3	—	—	—	—	—	—	—	3
16.	Haryanvi	2	—	—	—	—	—	—	—	2
17.	Urdu	2	—	—	—	—	—	—	—	2
18.	Garhwali	1	—	—	—	—	—	—	—	1
19.	Nagpuri	—	1	—	—	—	—	—	—	1
20.	Manipuri	—	1	—	—	—	—	—	—	1
21.	Sanskrit	—	—	—	1	—	—	—	—	1
Total		210	51	280	107	32	145	1	10	836

Statement showing TV transmitting stations (As on 25.2.1993)

S. No.	State/UT	HPTs	LPTs	VLPTs	Transposers	Total
1.	Assam	3	8	0	2	13
2.	Andhra Pradesh	5	25	0	2	32
3.	Arunachal Pradesh	1	2	16	0	19
4.	Bihar	5	26	0	1	32
5.	Goa	1	0	0	0	1
6.	Gujarat	3	28	1	0	32
7.	Haryana	0	5	0	0	5
8.	Himachal Pradesh	1	6	5	2	14
9.	Jammu & Kashmir	3	2	15	1	21
10.	Kerala	2	13	0	0	15
11.	Karnataka	3	25	0	0	28
12.	Madhya Pradesh	6	47	0	1	54
13.	Meghalaya	2	1	1	0	4
14.	Maharashtra	5	37	0	1	43
15.	Manipur	1	1	3	0	5
16.	Mizoram	1	0	2	0	3
17.	Nagaland	1	2	3	1	7
18.	Orissa	3	21	0	1	25
19.	Punjab	3	4	0	1	8
20.	Rajasthan	1	38	1	2	42
21.	Sikkim	0	1	3	0	4
22.	Tamil Nadu	2	23	0	3	28
23.	Tripura	1	0	0	1	2
24.	Uttar Pradesh	8	41	10	4	63
25.	West Bengal	4	11	0	0	15
26.	Delhi	1	0	0	0	1
27.	Andaman & Nicobar Islands	0	2	6	0	8
28.	Daman & Diu	0	1	1	0	2
29.	Pondicherry	0	1	3	0	4
30.	Lakshadweep Islands	0	0	9	0	9
31.	Chandigarh	0	1	0	0	1
32.	Dadra & Nagar Haveli	0	0	1	0	1
Total		66	373	80	23	541

HPT - High Power Transmitter

LPT - Low Power Transmitter

VLPT - Very Low Power Transmitter

Press Information Bureau

Regional/Branch Offices

Name of Regional Offices	Branch offices	Office-cum-Information Centre	Information Centre	Total
Chandigarh	1. Jammu 2. Shimla	I NORTHERN REGION 1. Srinagar 2. Jalandhar		5
		II CENTRAL REGION		
Bhopal	1. Jaipur 2. Indore 3. Kota 4. Jodhpur	III EAST-CENTRAL REGION		5
Lucknow	1. Varanasi 2. Kanpur 3. Patna	IV EASTERN-REGION		4
Calcutta	1. Cuttack 2. Agartala	1. Gangtok	Port Blair	5
		V NORTH-EASTERN REGION		
Guwahati	1. Shillong	1. Kohima 2. Imphal	Aizawl	5
		VI SOUTHERN CENTRAL REGION		
Hyderabad	1. Vijayawada 2. Bangalore	VII SOUTHERN REGION		3
Madras	1. Madurai 2. Trivandrum 2. Cochin	VIII WESTERN REGION		4
Bombay	1. Nagpur 2. Pune 3. Panaji 4. Ahmedabad 5. Rajkot			6
Total - ROs 8	22	5	2	37

Field Publicity
Regional and Field Publicity Offices

Andhra Pradesh

- | | | |
|--------------|-------------|-------------------|
| 1. Cuddapah | 5. Kurnool | 9. Nizamabad |
| 2. Guntur | 6. Nalgonda | 10. Srikakulam |
| 3. Hyderabad | 7. Medak | 11. Vishakapatnam |
| 4. Kakinada | 8. Nellore | 12. Warangal |

Arunachal Pradesh

- | | | |
|-------------|-----------------|------------|
| 1. Aitong | 5. Khonsa | 9. Seppa |
| 2. Anini | 6. Nampong | 10. Tawang |
| 3. Bomdila | 7. New Itanagar | 11. Tezu |
| 4. Daporijo | 8. Passighat | 12. Ziro |

Assam

- | | | |
|--------------|-------------|--------------------|
| 1. Barpeda | 5. Guwahati | 9. North-lakhimpur |
| 2. Dhubri | 6. Haflong | 10. Nowgong |
| 3. Dibrugarh | 7. Jorhat | 11. Silchar |
| 4. Diphu | 8. Nalbari | 12. Tezpur |

Bihar (North), Patna

- | | | |
|--------------|---------------|----------------|
| 1. Bhagalpur | 5. Forbesganj | 9. Muzaffarpur |
| 2. Begusarai | 6. Kishanganj | 10. Patna |
| 3. Chapra | 7. Munger | 11. Sitamarhi |
| 4. Darbhanga | 8. Motihari | |

Bihar (South), Ranchi

- | | | |
|---------------|---------------|---------------|
| 1. Daltonganj | 4. Gaya | 7. Jamshedpur |
| 2. Dhanbad | 5. Gumla | 8. Ranchi |
| 3. Dumka | 6. Hazaribagh | |

Gujarat

- | | | |
|--------------|---------------|--------------|
| 1. Ahmedabad | 5. Godhra | 9. Rajkot |
| 2. Ahwa | 6. Himatnagar | 10. Surat |
| 3. Bhavnagar | 7. Junagarh | 11. Vadodara |
| 4. Bhuj | 8. Palanpur | |

Jammu & Kashmir

- | | | |
|-----------------|------------|--------------|
| 1. Anantnag | 6. Kangan | 11. Poonch |
| 2. Baramulla | 7. Kargil | 12. Rajouri |
| 3. Chadoora | 8. Kathua | 13. Shopian |
| 4. Doda | 9. Kupwara | 14. Srinagar |
| 5. Jammu (Tawi) | 10. Leh | 15. Udhampur |

Karnataka

- | | | |
|--------------|----------------|--------------|
| 1. Bangalore | 5. Chitradurga | 9. Mangalore |
| 2. Belgaum | 6. Dharwad | 10. Mysore |
| 3. Bellary | 7. Gulbarga | 11. Shimoga |
| 4. Bijapur | 8. Hassan | |

Kerala

- | | | |
|---------------------|---------------|----------------|
| 1. Alleppey | 5. Kottayam | 9. Quilon |
| 2. Cannanore | 6. Kozhikode | 10. Trichur |
| 3. Ernakulam | 7. Mallapuram | 11. Trivandrum |
| 4. Kelpetta (Wynad) | 8. Palghat | |

Madhya Pradesh (East), Raipur

- | | | |
|--------------|--------------|-------------|
| 1. Ambikapur | 5. Jabalpur | 9. Rewa |
| 2. Balaghat | 6. Jagdalpur | 10. Shahdol |
| 3. Bilaspur | 7. Kanker | 11. Sidhi |
| 4. Durg | 8. Raipur | |

Madhya Pradesh (West), Bhopal

- | | | |
|---------------|----------------|-------------|
| 1. Bhopal | 5. Gwalior | 9. Mandsaur |
| 2. Chhatarpur | 6. Hoshangabad | 10. Sagar |
| 3. Chhindwara | 7. Indore | 11. Ujjain |
| 4. Guna | 8. Jhabua | |

Maharashtra & Goa

- | | | |
|---------------|-------------|---------------|
| 1. Ahmednagar | 7. Kolhapur | 12. Ratnagiri |
| 2. Amravati | 8. Nagpur | 13. Satara |
| 3. Aurangabad | 9. Nanded | 14. Solapur |
| 4. Bombay | 10. Nasik | 15. Wardha |
| 5. Chandrapur | 11. Pune | 16. Panaji |
| 6. Jalgaon | | |

Meghalaya, Mizoram & Tripura

- | | | |
|-------------|----------------|-------------|
| 1. Agartala | 4. Kailashahar | 7. Shillong |
| 2. Aizawl | 5. Lunglei | 8. Tura |
| 3. Jowai | 6. Saiha | 9. Udaipur |

Nagaland & Manipur

- | | | |
|------------------|--------------|---------------|
| 1. Chandel | 4. Kohima | 7. Tamenglong |
| 2. Churachandpur | 5. Mokochung | 8. Tuensang |
| 3. Imphal | 6. Mon | 9. Ukhrul |

North-West

- | | | |
|---------------|--------------|----------------------|
| 1. Ambala | 7. Hissar | 13. Naraul |
| 2. Amritsar | 8. Jalandhar | 14. New Delhi (I&II) |
| 3. Chandigarh | 9. Kalpa | 15. Pathankot |
| 4. Dharamsala | 10. Ludhiana | 16. Rohtak |
| 5. Ferozepur | 11. Mandi | 17. Shimla |
| 6. Hamirpur | 12. Nahan | 18. Delhi-I |
| | | 19. Delhi-II |

Orissa

- | | | |
|-----------------|----------------|---------------|
| 1. Balasore | 5. Bhubaneswar | 9. Phulbani |
| 2. Baripada | 6. Cuttack | 10. Puri |
| 3. Berhampur | 7. Jeypore | 11. Sambalpur |
| 4. Bhawanipatna | 8. Keonjhar | |

Rajasthan

- | | | |
|------------|--------------|--------------------|
| 1. Ajmer | 5. Dungarpur | 9. Kota |
| 2. Alwar | 6. Jaipur | 10. Sawai Madhopur |
| 3. Barmer | 7. Jaisalmer | 11. Sikar |
| 4. Bikaner | 8. Jodhpur | 12. Sriganganagar |

Tamil Nadu & Pondicherry

- | | | |
|---------------|-------------------|-------------------|
| 1. Coimbatore | 5. Pondicherry | 9. Tiruchirapalli |
| 2. Dharmapuri | 6. Ramanathapuram | 10. Tirunelveli |
| 3. Madras | 7. Salem | 11. Vellore |
| 4. Madurai | 8. Thanjavoor | |

Uttar Pradesh (CE), Lucknow

- | | | |
|--------------|--------------------|------------------|
| 1. Allahabad | 6. Jhansi | 11. Rae Bareilly |
| 2. Azamgarh | 7. Kanpur | 12. Sultanpur |
| 3. Banda | 8. Lakhimpur-Kheri | 13. Varanasi |
| 4. Gonda | 9. Lucknow | |
| 5. Gorakhpur | 10. Mainpuri | |

Uttar Pradesh (NW), Dehradun

- | | | |
|-------------|------------------|-----------------|
| 1. Agra | 5. Gopeshwar | 9. Nainital |
| 2. Aligarh | 6. Meerut | 10. Pauri |
| 3. Bareilly | 7. Moradabad | 11. Pithoragarh |
| 4. Dehradun | 8. Muzaffarnagar | 12. Ranikhet |
| | | 13. Uttarkashi |

West Bengal (North), Siliguri

- | | | |
|----------------|--------------|-------------|
| 1. Cooch Behar | 4. Jorethang | 7. Raiganj |
| 2. Gangtok | 5. Kalimpong | 8. Siliguri |
| 3. Jalpaiguri | 6. Malda | |

West Bengal (South), Calcutta

- | | | |
|----------------|----------------|-------------------|
| 1. Bankura | 5. Calcutta | 9. Port Blair |
| 2. Barrackpore | 6. Car Nicobar | 10. Ranaghat |
| 3. Berhampore | 7. Chinsurah | 11. Calcutta (FW) |
| 4. Burdwan | 8. Midnapore | |

ERRATA

Page No.	Reference to Column etc.	For	Read as
2	Chapter I, Para 1.3.1, line 1	present Network	present Network (as on 25.2.1993)
2	Chapter I, Para 1.3.1, line 2&3	including	excluding
4	Chapter I, Para 1.7.2, line 5	provisions	professions
5	Chapter I, Para 1.11.2, line 4	2,23,908	2,33,908
5	Chapter I, Para 1.12.2, line 8	newspapers/ periodicals having more than	newspapers/ periodicals having annual entitlement of more than
5&6	Chapter I, Para 1.12.2, line 12	were	was
7	Chapter I, Para 1.14.3, line 4	13,069	13,068
7	Chapter I, Para 1.14.6, line 14	sports	spots
7	Chapter I, Para 1.15.3, line 4 & 5	it also released a backgrounder entitled 'Vaidika Events'	Delete
8	Chapter I, Para 1.18.1, line 4	Concentrated	concerted
9	Chapter I, Para 1.18.11, line 4	parts	part
11& 12	Chapter II, Para 2.2.1, line 22 & 23	started in Gujarat and West Bengal.	started in Gujarat.
14 & 15	Chapter II, Para 2.6.1, line 3	Patna, Shimla,	Patna, Shimla, Itanagar
14 & 15	Chapter II, Para 2.6.1, line 5	Jammu Targets	Jammu, Silliguri Targets
14 & 15	Chapter II, Para 2.6.1, line 9 & 10	at Leh and Churachandpur	at Leh, Gangtok, Lunglei, Mokokchung and Churachandpur
17	Chapter III, Para 3.2.3, line 8	Roasters	Rosters
19 & 20	Chapter III, Para 3.6.1, line 14	Officers	Officer
21	Chapter IV, Para 4.2.1, line 5	14 MW	141 MW
33	Chapter V, Para 5.1.1, line 3	542	541
33	Chapter V, Para 5.1.2, line 5	17	18
33	Chapter V, Para 5.1.2, line 11	Nagapattanam and Rampur (re-activated).	Nagapattanam
33	Chapter V, Para 5.1.3, line 2	seven	six
33	Chapter V, Para 5.1.3, line 3	one each at Gangtok (1 KW)	one each at Jaisalmer (10 KW), Gangtok (1 KW)
33	Chapter V, Para 5.1.3, line 4	Mokokchung (1 KW) 38 Low	Mokokchung (1 KW), Leh (1 KW), Churachandpur (1 KW) 38 Low
33 & 34	Chapter V, Para 5.1.3, line 7	projects at Itanagar second channel	projects at Itanagar, Shimla and Patna second channel
45	Chapter VI, Para 6.7.2, line 2	screening	screening
47	Chapter VI, Para 6.10.11, line 8	Selection B	Selection
50	Chapter VI, Para 6.14.2, line 9	Mehata	Mehta
51	Chapter VI, Para 6.15.1, line 4	Cinematographic	Cinematograph
52	Chapter VI, Para 6.15.6, line 3	Cinematography	Cinematograph
52	Chapter VI, Para 6.15.7, line 6	Cinematography	Cinematograph
55 & 56	Chapter VIII, Para 8.2.2, line 7	were	was

ERRATA (Contd.)

Page No.	Reference to Column etc.	For	Read as
70	Chapter XII, Para 12.2.3, line 5	photographers	photographs
72	Chapter XIII, Para 13.2.2, line 7	programmes	programmes in 1992
75	Chapter XIV, Para 14.1.3, line 2	1992	1993
75	Chapter XIV, Para 14.1.3, line 10	1992	1991
79	Appendix I	Dir. (Admn.)	DS (Admn.)
79	Appendix I	DS (BA)	Dir. (BA)
88	Appendix VI (under Column LPTs against Total)	373	372